MAY 28, 1945 PRICE 15 CENTS

BROADCASTING

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The Weekly Newsmag[illegible]dio

Broadcast Advertising

PUBLIC LIBRARY
MAY 29 1945
DETROIT

DOES THE RADIO industry need a 7th War Loan message?

Do the people who have lived with the news, spread wide the word of setback and assault, broadcast the bitter but victorious drive from Africa to Berlin, have to be reminded of the job American boys, and American bonds, did in Europe?

Does radio have to be made aware of the job still to be done in the Pacific, and of the men and materiel still to be sacrificed before liberty and freedom can exist for all?

Because radio itself is a living symbol of that liberty and freedom, let's make this the greatest radio bond selling campaign that the nation has ever seen. Let radio stations the country over unite to stage the most powerful campaign ever launched to meet and beat the 7th War Loan goal.

WOR

—one of America's great stations

MUTUAL

Dr. John W. Holland, above, first ordained minister assigned as staff pastor of a radio station. He conducts "Little Brown Church", "Morning Devotions"; appears daily on "Dinnerbell Time"; has spoken from many pulpits, conducted hundreds of weddings and funerals. With WLS since 1933, he is a real "Old Friend" to Midwest Americans.

WLS Little Brown Church quartet, above, sings the old songs of faith.

Howard Peterson, left, and his organ have been old friends to WLS listeners since 1937.

Circle: Morning Devotions Tenor Bill O'Connor's radio career parallels that of WLS: he first sang for us our first year on the air.

John Brown, below, staff pianist since 1927, known to thousands in the WLS territory, accompanies Bill O'Connor's songs.

OLD FRIENDS *in* *Midwest America*

LISTENERS LONG FAMILIAR WITH WLS "LITTLE BROWN CHURCH"

OUR "Little Brown Church" dates from 1925, when WLS broadcast night and day to raise money for tornado relief. Reporting to our listeners on the $216,904 they had contributed, we prepared a program of deep spiritual significance, called it "The Little Brown Church."

Seeing in our mail the continuing need for such a religious program, we made it a regular feature, added later the daily "Morning Devotions" and Dr. John W. Holland's brief meditation which closes "Dinnerbell Time" each noon.

The purpose of these religious programs is *service* alone. So long established, they have become *old friends* to the WLS million-letter-a-year audience. In choosing a station to reach this balanced rural and urban market, consider the fact that practically *all* WLS programs — service, entertainment, educational, farm — follow this same friendly pattern, have been on the station year after year — are in truth, *Old Friends to Midwest America.*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

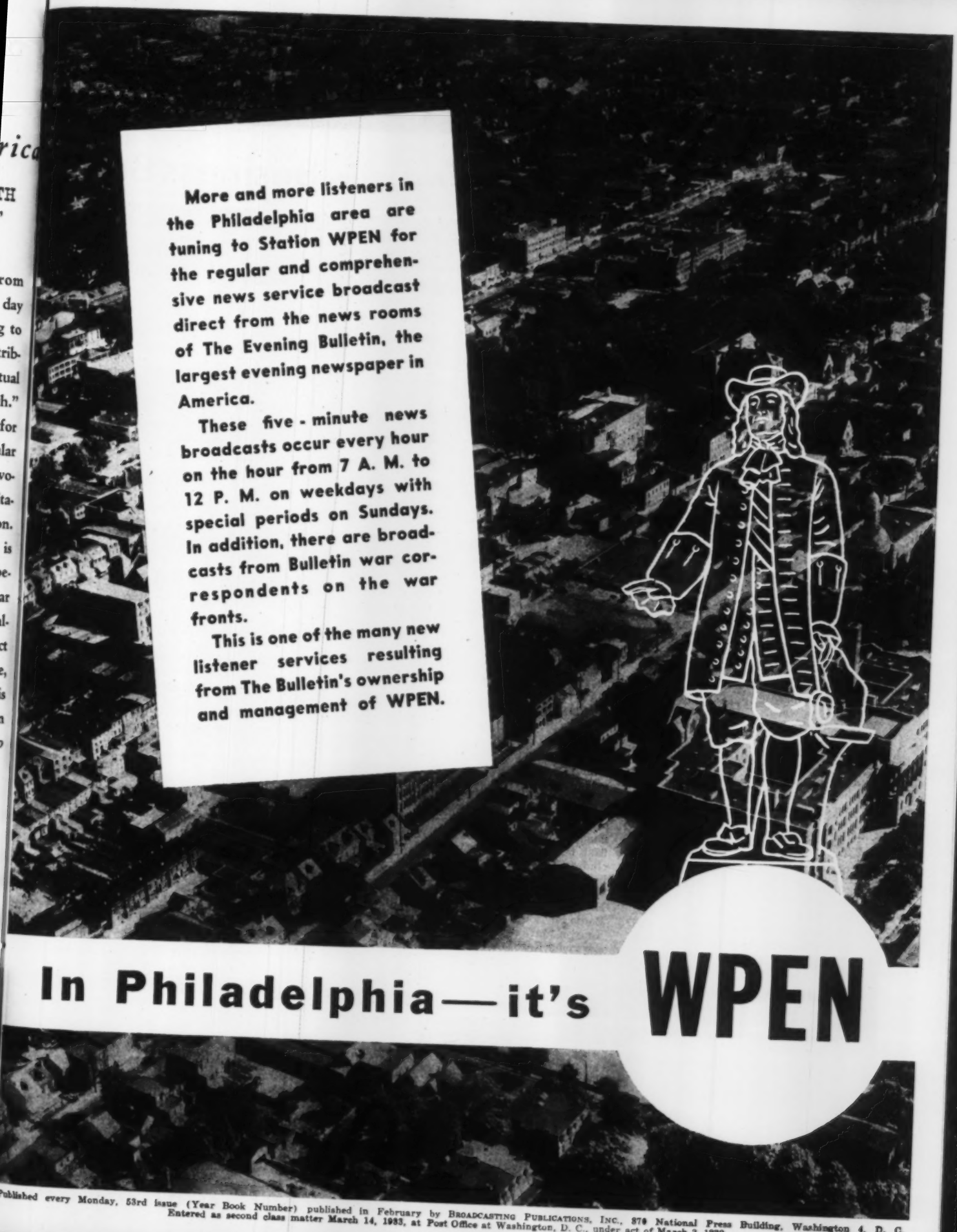
WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS



More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five-minute news broadcasts occur every hour on the hour from 7 A. M. to 12 P. M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.

In Philadelphia—it's WPEN

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

AMBITIOUS PROPOSALS under which Congress would create and operate its own radio studios [not stations] so it could report direct to the nation via transcription and networks has been advanced confidentially to Congressional membership by Robert J. Coar, head of General Sound Corp., who is in charge of the Radio Room of the House. Plan envisages Coar as director of Congressional Radio, to function under joint Senate and House Committee on Radio. Programs would be formulated from recordings of floor debates and committee hearings for release to networks and independents. Report throws sop to Congressmen by alleging press and radio have slyly misrepresented Congress, and avers that not a single legislator who has used transcribed radio reports consistently has failed to be reelected.

ONE OF bellwether heavy industry radio accounts—General Motors—may resume brand name exploitation, probably to supplement rather than displace current institutional efforts. Since war's onset and automotive holiday, GM campaigns have been restricted to institutional themes on *General Motors Symphony* (NBC) and transcribed spot series, *Victory Is Our Business*. After V-E Day, GM removed restrictions, told Chevrolet, Pontiac, Buick, Oldsmobile, Cadillac, Frigidaire and other divisions that product advertising could be resumed. Besides upcoming direct sales campaign, GM may expand institutional efforts with possibility of separate programs on more than one major network.

IT'S NOT ONLY what's said but the manner of saying it that counts in radio. When new section of the voluntary NAB Code of Ethics dealing with commercial copy is drawn, not only substance of copy but presentation and inflections will be covered.

EXPERIMENTS will be started by a well-known research authority on a new technique to measure effectiveness of radio commercials. He points out development of competitive program ratings has stimulated competition among program producers and raised production standards. Same attention focussed on commercials, he feels, would produce similar result and eliminate criticism leveled against sponsor's messages. Don't expect results for a long time, because there's lots of work to be done.

WHEN AUSTERE U. S. Supreme Court gets nettled over radio effusions, that's news. Several times provocative Drew Pearson has essayed to forecast Supreme Court decisions on pending litigation, that could be construed in contempt. His most recent predicition—that court will decide in favor of the right of Harry Bridges, labor organizer, to remain in this country though an Australian citizen—is understood to have caused the court to check up on possible leaks.

OVERDUE is ruling from Dept. of Justice on ASCAP. Department is considering aspects of

(Continued on page 86)

Upcoming

June 6: Deadline for appearances, oral argument, allocations below 25 mc.

June 13: Oral argument, WOV New York, transfer of control to Mester brothers.

June 19: FMBI Board meeting, New York.

June 26-28: National Retail Dry Goods Assn. Postwar Conference, Hotel Pennsylvania, New York.

June 27: Hearing before FCC examiner, sale of WINS New York to Crosley Corp.

Bulletins

ANNOUNCEMENT was made at White House Friday that J. Leonard Reinsch, managing director of Cox radio stations and NAB board member, would accompany President Truman to the San Francisco conference as radio adviser. Mr. Reinsch last week addressed the Dayton Kiwanis Club in observance of Kiwanis radio week and is expected in Washington this week preparatory to the San Francisco trip.

* * *

HEARING ON THE proposed sale of WINS New York by Hearst Radio to Crosley Corp. for $1,700,000, plus $400,000 in time, last Friday was set by the FCC for June 27 in Washington. Hearing notice, released last month, is most detailed ever drawn up by FCC and station price establishes new record for independent operation [BROADCASTING, April 16].

* * *

NEW NAVY night series scheduled to start on NBC in mid-summer, is available for sponsorship. Originating in Washington, program will be written and produced jointly by Navy Dept. and NBC. Half-hour series will spotlight Navy, Marine Corps, Coast Guard front line action, featuring live on-the-spot pickups, and music by Navy Band Symphony Orchestra for first time on air. Special production unit includes: Clarence Menser, NBC vice-president in charge of programs; Carleton Smith, WRC Washington manager; Lt. Comdr. Charles E. Dillon, USNR, acting officer in charge, Navy Radio Section; Lt. Ev. Mead, USNR; Lt. Hazel Kenyon Markel, USNWR; Specialist 2nd Class Raymond Katz, USNR.

HOOPER OFFERS SURVEY

C. E. HOOPER Inc. has developed a technique of measurement for communities as small as 2,500, which may provide data needed for FCC clear-channel hearings, it told stations last week. Letter says area needing surveying for hearing purposes is "doughnut-shaped" lying between the home city area, in which all stations in the city can be heard, and each station's 500 microvolt contour. Government surveys will be in communities under 2,500 inside or outside this "doughnut" area with sharp interest in results outside 500 microvolt contours. Hooper points out stations must produce evidence of service rendered individually to the population living in this area.

Business Briefly

DEATH VALLEY MOVES ● In late June or early July *Death Valley Sheriff* will move from CBS to Blue. Now on CBS, 8:30-9 p.m. Thurs., program will be heard either in 9:30-10 p.m. spot Friday on Blue or 6:30-7 p.m. Sunday when Philco gives up half of its hour period. Sponsor is Pacific Coast Borax. Agency, McCann-Erickson.

MILLION DOLLARS SLATED ● National Leather & Shoe Finders Assn., St. Louis, plans to spend more than a million dollars on radio, consumer magazine and direct-mail advertising to promote shoe repair and shoe service shops. Account placed with D'Arcy Adv. Co., St. Louis.

RENEWS DINAH SHORE ● General Foods Corp., New York, has signed 52-week renewal with Dinah Shore effective July 5 for the Thurs. 8:30-9 p.m. program on NBC. Agency is Young & Rubicam, New York.

INSURANCE SPOTS ● All State Insurance, Chicago, begins sponsorship May 28 of live spots on six Minnesota stations. Four-week contract was placed by Ruthrauff & Ryan, Chicago.

LORILLARD REPLACEMENTS

P. LORILLARD Co., New York, June 13 for summer replaces *Which Is Which*, CBS Wed. 9:30-10 p.m. with *Detect and Collect*, audience quiz with Wendy Barrie, Fred Utall as m.c.'s; cash and "fantastic" gifts as prizes. Summer substitute for Lorillard's *Comedy Theater*, NBC Sun. 10:30-11 p.m.; beginning June 17—*Meet Me at Parky's*, with "Parkyacarkus," Betty Rhodes and David Street, singers, "Opie" Coates Orchestra. Agency, Lennen & Mitchell, New York.

P & G RENEWS VARIETY SHOW

PROCTER & GAMBLE Co., Cincinnati, for Teel, has signed a 52-week renewal of *Beatrice Kay Variety Hall* on NBC, network reported Friday. Biow Co., New York, which handles the program, said P & G will retain its Sat. 8-8:30 time through *Variety Hall's* June 7-Sept. 1 hiatus but will not put in a summer replacement.

FREED FOR FETE

THREE ex-WSB Atlanta announcers, now in uniform, were released from duty and flown to Atlanta to handle portions of the station's account of the welcome given Gen. Courtney Hick Hodges during the two-hour program covering the return of 50 veterans of the European theater, May 24. Lt. Marcus Bartlett, USNR, former WSB production manager, Lt. Add Penfield, infantry, former sports editor, and Sgt. Walter Paschall, AAF, former news editor, were the three men responsible for important parts of the broadcast, most elaborate for the station since the 1939 "Gone with the Wind" premier.

A FULL LENGTH AHEAD!

1070 KILOCYCLES
A CLEAR CHANNEL
5000 WATTS

● In a horse race, a jockey's familiarity with the track and his mount give odds to his success. Similarly, the radio advertiser who has run test campaigns, and who has previous knowledge of markets and broadcasting stations, has the best chance to come in first in the big race for post-war trade.

Any investigation will prove that WIBC's wider territorial coverage and intensive merchandising cooperation make this station the best radio test medium for Indiana.

Represented Nationally by JOHN BLAIR & CO.

★ A *Mutual* STATION
Owned and Operated by the Indianapolis News

W I B C

INDIANAPOLIS, INDIANA

Results in Omaha!

THE GLENN L. MARTIN-NEBRASKA COMPANY

OMAHA 1, NEBRASKA

April 20, 1945

Mr. Gordon Gray, General Manager
Radio Station KOIL
Omaha National Bank Building
Omaha, Nebraska

Dear Mr. Gray:

We want to express our appreciation in connection with the very fine production job that KOIL has done, and is doing, on our radio programs.

Program "B-29" produced very satisfying results as aired over KOIL and the two other stations carrying the show.

Production on the new Martin program, "The Inside Story," is up to par. This KOIL exclusive 30 minute program will do a good job, I am sure.

Yours very truly,

THE GLENN L. MARTIN-NEBRASKA CO.

G. F. Willey
Vice-President and General Manager

Program "B-29"—a KOIL production—obtained Additional Workers to meet the Critical need for More B-29's

For your KOIL production, contact

Represented by Edward Petry Co., Inc.

KOIL

CBS in Omaha

5000 WATTS 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING

The Weekly Newsmagazine of Radio

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SOL TAISHOFF
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TORONTO: 417 Harbour Commission Bldg. Elgin 8775.

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Read This Fact! *

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station – including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

AGAIN: leadership pl

The School of Business and Civic Administration of the College of the City of New York recently opened a new field of reward of merit in the specialized area of radio's methods of program creation and promotion.

The awards of its impartial and authoritative jury, for distinguished performance in 1944, have just been announced.

Eight awards went to individual stations; *six of these went to stations on the Columbia Network*—of whom 5 are affiliated stations, and one company-owned.

Four honorable mentions went to individual stations; *three of these went to stations on the Columbia Network*—two of them affiliates, one company-owned.

One award went to a network. *Columbia was the network.*

One award went to N. W. Ayer & Son for its admirable promotion of the highly promotable CBS news program *Report to the Nation.*

And Hillman-Shane-Breyer, Inc., received an award for "the most effective radio program developed by an advertising agency"—the program being *This Is My Story*—now playing on KNX, CBS in Los Angeles.

The specific station and network citations:

AWARDS:

KIRO (CBS affiliate in Seattle) for its program, *Swap'n Shop,* "the most effective direct-selling commercial program developed by a clear channel radio station."

WDWS (CBS affiliate in Champaign) for its program, *Sorority Charm,* "the most effective direct-selling commercial program developed by a local channel radio station."

WHCU (CBS affiliate in Ithaca) for its program, *Let's Make a Dress,* "the most effective radio program developed for the purpose of increasing the station's share of the local audience."

WJR (CBS affiliate in Detroit) for its promotion of *Victory F.O.B.,* "the most effective sales promotion of a locally produced, public-service network program by a radio station."

plike this is no accident...

KLZ (CBS affiliate in Denver) for its program, *Highlights of the Rockies*, "the most effective institutional, commercial radio program."

WEEI (CBS in Boston) for its promotion of *Food Fair*, "the most effective sales promotion of a local program by a radio station."

CBS—for its notable children's program, *Let's Pretend*, "the most effective commercial program developed by a national network."

HONORABLE MENTIONS:

KDAL (CBS affiliate in Duluth) for its program, *Open House*, "an unusually effective program developed to increase the station's share of the local audience."

WHAS (CBS affiliate in Louisville) for its program, *Renfro Valley Gatherin'*, "an unusually effective commercial program."

WTOP (CBS in Washington) for its program, *Let's Learn Spanish*, "an unusually effective sales promotion of a local program."

So into the Columbia trophy room go these new and welcome honors. To the City College, and to the august members of the jury, our respectful gratitude for their recognition. To the stations, to N. W. Ayer & Son, and to Hillman-Shane-Breyer, Inc., our heartiest congratulations.

And to members of the radio industry, another gentle reminder that the nation-wide leadership of the active Columbia Network in making first-class radio *most effective* is *not an accident!*

this is CBS....the Columbia Broadcasting System

390 half-hour shows on WWDC

The Hot Shoppes are a chain of fourteen restaurants in and around Washington. They used radio here and there and now and then. But about 18 months ago they really started to *use* radio!

In the past 18 months the Hot Shoppes have used 3900 chain breaks . . . and 390 half-hour programs.

Take a tip in Washington and use the station smart retailers choose.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

Feature of the Week

WHAT A SUCCESSFUL RADIO EXECUTIVE SHOULD BE

Note: When the NAB Board of Directors met in Omaha May 16-17, each director found at his place this dissertation. Authorship, we understand, is unknown, but Bill Wiseman, sales promotion manager of WOW, confesses he perpetrated delivery of the opus, and wryly inferred that it was cribbed from a job once done on a chamber of commerce secretary.

HE MUST be a man of vision and ambition; an after-dinner speaker; a presider at meetings; a before and after-dinner guzzler; night owl.

He must work all day and sometimes most of the night, and appear fresh the next day.

He must have the health and zip of ten tigers, but he must be able to simulate a nervous breakdown at will, lest he never get a vacation. He must be able to foam at the mouth with enthusiasm over the merits of any product.

He must be able to entertain clients' wives, sweeties, and pet stenographers, without becoming too amorous.

He must be able to reach meetings far away in the shortest possible time. He should be able to inhale dust, to drive through snowstorms, to work all summer without perspiring or acquiring B.O.

He must be a man's man, a ladies' man, a model husband, a fatherly father, a devoted son-in-law, a good provider, a plutocrat, a democrat, a republican, a new dealer, and old dealer, and a fast dealer; a technician, an electrician, a politician, machinist, mechanic.

He must be a sales promotion expert, a good credit manager and an outstanding correspondent.

He must attend all jobber clinics, dealer, labor, sales and civic meetings, golf tournaments and horseshoe pitching contests.

He must be a regular attendant at funerals and births, visit members and their families in hospitals and jails.

He must contact all new accounts regularly, and in his spare time look after new clients, collect delinquent accounts, supervise department heads and secretaries.

He must have a wide range of telephone numbers for outstate agency men, clients and national reps.

He must have a good car, an attractive home, belong to all clubs, be in a position to meet everyone in the community; all on a reasonable salary.

He must be an expert driver, talker, liar, dancer, traveler, bridge player, poker hound, toreador, golf player, diplomat, financier, capitalist and philanthropist; an authority on palmistry, chemistry, archaeology, psychology, physiology, meteorology, and criminology.

Sellers of Sales

CHIEF timebuyer for the New York office of Dancer-Fitzgerald-Sample is Frank Moriarty, a young New Englander with a sense of humor and a decided preference for outdoor sports.

A native of Holyoke, Mass., Frank has lived in New York for about 12 years but still considers New England his home. A bachelor, Frank is devoted to the theater during the winter season but spends his free time in summers in the country where his favorite sport is swimming.

After graduation from the Bay Path Business Institute in Springfield, Frank went to New York as an accountant with the firm of Air Reduction Sales. About a year later, he joined Dancer-Fitzgerald-Sample, then known as Blackett-Sample-Hummert, in the continuity department.

"Since I was new to the advertising business at that time, I was advised to go into continuity to learn as much as possible about the operations of the agency," Frank said. After four or five years in that department, Frank became a timebuyer and then chief timebuyer, now handling radio advertising for the agency's several large drug accounts.

FRANK

Network advertisers among the agency's accounts which Frank handles include Anacin Co., BiSoDol Co., Kolynos Co., Charles H. Phillips Chemical Co., R. L. Watkins Co., and Bayer Co.

Within the near future, Frank will take over spot radio buying for the several American Home Products Corp. subsidiaries. This operation is currently being handled through the Chicago office of the agency.

Frank's only assistant time buyer is Miss Gaynor Hawkins who joined Dancer-Fitzgerald-Sample about three months ago.

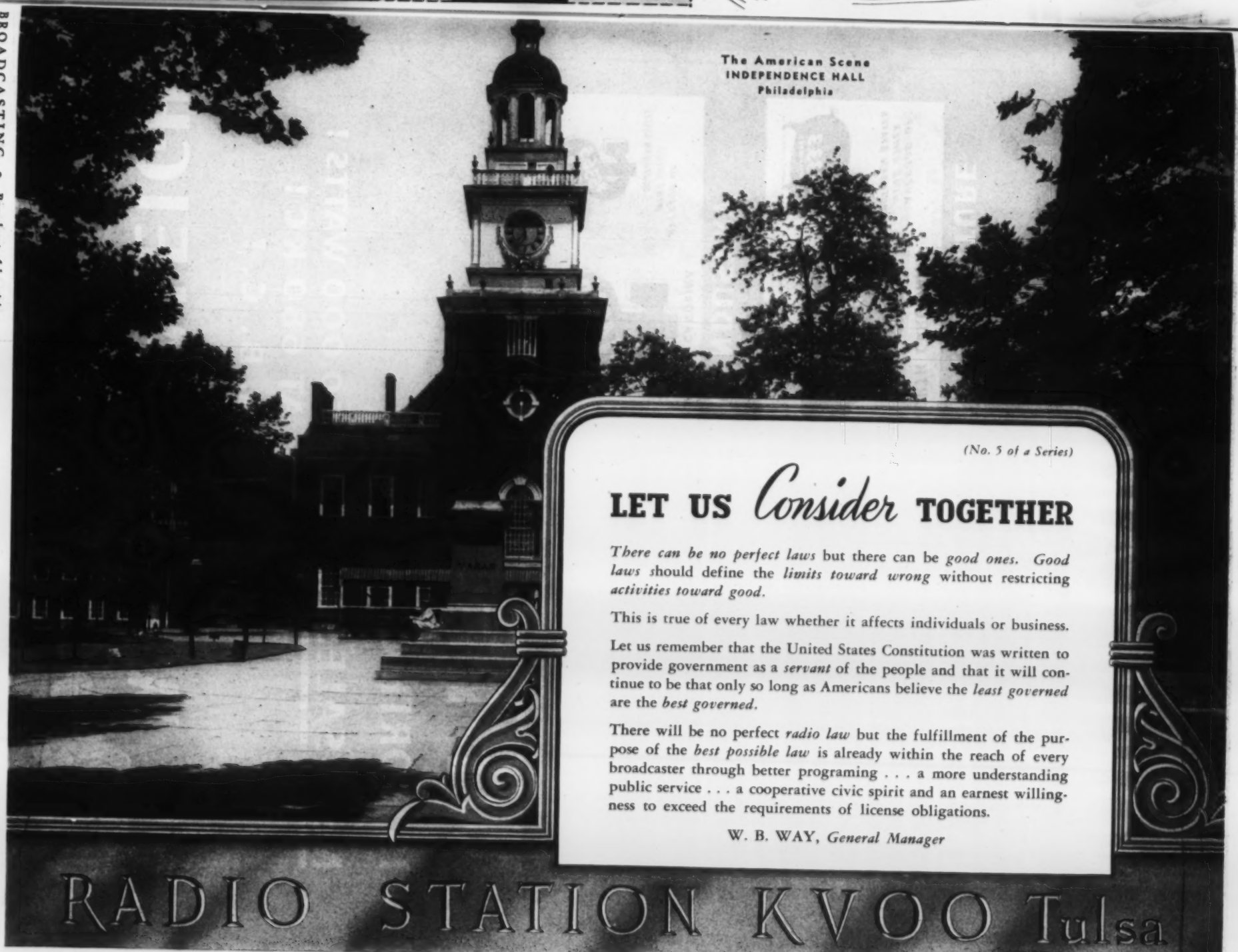
TO REACH TWO PROFITABLE MARKETS... USE

WEST EASTON
Pennsylvania
Phillipsburg, New Jersey

WAZL HAZLETON
Pennsylvania

NBC-MUTUAL

Represented by
Radio Advertising Co.



(No. 5 of a Series)

LET US *Consider* TOGETHER

There can be no perfect laws but there can be *good ones. Good laws* should define the *limits toward wrong* without restricting *activities toward good.*

This is true of every law whether it affects individuals or business.

Let us remember that the United States Constitution was written to provide government as a *servant* of the people and that it will continue to be that only so long as Americans believe the *least governed* are the *best governed.*

There will be no perfect *radio law* but the fulfillment of the purpose of the *best possible law* is already within the reach of every broadcaster through better programing . . . a more understanding public service . . . a cooperative civic spirit and an earnest willingness to exceed the requirements of license obligations.

W. B. WAY, *General Manager*

RADIO STATION KVOO Tulsa

NORTH CAROLINA

IS THE SOUTH'S

No. 1 STATE . . .

IN AGRICULTURE

IN INDUSTRY

WPTF

IS NORTH CAROLINA'S

No. 1 SALESMAN

50,000 WATTS !
AT 680 KC !
N. B. C. !

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WCMI *Ashland, Kentucky*
Joins CBS ~ June 15

This affiliation will give a firmly established and loyal audience in Ashland, and the populous Tri-State adjacencies of Kentucky, West Virginia and Ohio, a new era in listening pleasure.

The listeners in the concentrated, industrial Tri-State area appreciate, and deserve, the best in radio.

Columbia Network shows, plus outstanding local programs, will give listeners an excellent and well-balanced radio program service.

The regular year-round promotion schedule of WCMI is being augmented by intensified radio, newspaper, billboard, bus cards, trade journal and direct-by-mail campaigns in connection with this WCMI-CBS affiliation.

Ashland, Kentucky

WCMI
A NUNN STATION

L. D. NEWMAN, *Manager*

NUNN STATIONS
WCMI, Ashland, Ky.
(Studio) Huntington, W. Va.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Represented Nationally By The John E. Pearson Co.

"Thistlewaite, you're a genius — or has F & P been here again?"

No geniuses around *our* offices, Sir—just a bunch of hard-working men and girls who use their eyes and ears to keep forever posted on one subject—spot broadcasting—in order to pass on their knowledge to the places where it'll do the most good.

F&P is a group of spot-broadcasting experts whose prosperity is based on *your* prosperity . . . who try never to give a wrong tip nor release a half-baked idea . . . who for thirteen years have given their best efforts to agency men and advertisers traveling the rich but mysterious jungles of spot broadcasting.

Have you used our services lately?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 | **SAN FRANCISCO:** *111 Sutter* Sutter 4353 | **HOLLYWOOD:** *6331 Hollywood* Hollywood 2151 | **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 23 WASHINGTON, D. C., MAY 28, 1945 $5.00 A YEAR—15c A COPY

First City College Conference a Success

Program Building, Other Problems Are Studied

By BRUCE ROBERTSON

RADIO BUSINESS conference, held last Tuesday and Wednesday by the School of Business and Civic Administration of the City College of New York, was acclaimed a successful starter for the proposed annual series, although wartime travel restrictions limited the registration to about 300 executives of advertisers, advertising agencies and broadcasting companies in New York.

A large number of students at the school also attended the four half-day sessions on program building, measuring sales effectiveness, retail radio advertising and television. Prize-winning programs and program promotion campaigns [BROADCASTING, May 14] were exhibited throughout the two-day meeting, although the awards dinner was canceled. Dr. Robert A. Love, director of the school's evening session, was chairman of the conference. Dr. John Gray Peatman, associate dean of CCNY, was chairman of the awards committee.

Dr. Harry N. Wright, CCNY president, in opening the conference, cited radio for "rapidly rising to the position of Public Entertainer No. 1", as "a sponsor of the arts . . . bringing music, literature, dramatics and information on cultural subjects to its millions of listeners", "as a far-reaching servant of democracy" and "as a vital force in achieving effective and economical distribution of a large volume of goods."

Sometimes Forget Audience

Declaring that "in the hurried and sometimes hectic business of programming in radio we sometimes forget all about the audience," C. L. Menser, NBC vice-president in charge of programs, speaking at the opening session, proposed that summer replacement programs "be considered important because the audience that hears them is important"; "that while they may differ in type, they do not represent a let-down in quality from the regular show which they replaced, and that they be prepared far enough in advance to guarantee their complete success as a replacement." Mr. Menser also made two proposals regarding daytime serials. First was that the sponsor guarantee 10 minutes of story, which would leave 4½ minutes for theme, introductory material and the client's message and would present "somewhat more story than the listener is currently getting". Second, he proposed "that we all make sure we are getting the writing we are paying for", decrying a writer with an established reputation which commands a high fee farming out some of the writing to less effective craftsmen.

Sales Effectiveness

Session concluded with a panel discussion of questions on programming from the audience at the meeting. Panel members were Phillips Carlin, Mutual vice-president in charge of programs; Robert T. Colwell, vice-president and radio director, J. Walter Thompson Co., and Ted Cott, program director, WNEW New York. Archibald M. Crossley, president, Crossley Inc., acted as moderator.

Tuesday afternoon session, on "Measuring the Selling Effectiveness of Radio", with Dr. John Gray Peatman, associate dean of CCNY, presiding and C. G. Mortimer, vice-president, General Foods Corp., as moderator, opened with a presentation of the station circulation measurement plan by Hugh Feltis, BMB president. A number of methods of measuring the sales effectiveness of network radio were reviewed by Samuel E. Gill, director of research, Biow Co., who said that despite all the advances that have been made, much more experimentation is necessary before definite answers can be supplied to the two basic problems of determining actual listening to a program and actual pur-

(Continued on page 72)

All-Day Coverage Features Joske-NAB Retail Program

Over 20% of Texas Department Store's Advertising Budget Goes into 52-week Test

PRELIMINARY results of the most intensive department store radio advertising campaign ever conducted were unfolded last week at the CCNY conference on radio and business in New York.

Utilizing a budget of well over 20% of its total advertising appropriation, Joske's of San Antonio undertook the experimental radio campaign in collaboration with the NAB as a model department store test of optimum use of radio at this stage of development of retail advertising. Lewis H. Avery, NAB director of Broadcast Advertising, who supervised the undertaking, and his assistant, Helen A. Cornelius, depicted results of the effort at the CCNY conference.

Following the NAB presentation to retailers on radio, Mr. Avery reported, Joske's had come to the industry association with an offer to underwrite a test campaign if the NAB would conduct it. After consulting with the five stations in San Antonio and conducting a thorough survey of the city and the store, Mr. Avery and Miss Cornelius recommended that the radio campaign attempt to present the store's identity to as many different types of radio audiences as it has types of customers who patronize its different departments.

Specifically they recommended a five-point plan, including:

1. Programs that will give greater identity and further individuality to Joske's of Texas . . . "The Largest Store in the Largest State" . . . with distinction between the upstairs store and the basement store.

2. Programs that will establish Joske's of Texas as a leader and power in the civic and educational accomplishments

(Continued on page 74)

CITY COLLEGE Radio and Business Conference, New York, May 22-23, found one group (top) discussing "Radio Program Building". Seen here are (l to r) Phillips Carlin, Mutual; Archibald M. Crossley, Crossley Inc., moderator; Robert T. Colwell, J. Walter Thompson Co.; C. L. Menser, NBC, speaker; Ted Cott, WNEW New York.

Ways to measure selling effectiveness of radio were discussed by (lower picture seated l to r) Herschel Deutsch, Grey Adv. Agency; S. E. Gill, Biow Co., speaker; F. J. Knittle, Colgate - Palmolive - Peet Co.; (standing) C. E. Hooper, C. E. Hooper Inc.; C. G. Mortimer, General Foods Corp., moderator; Hugh Feltis, BMB, speaker; A. C. Nielsen, A. C. Nielsen Co.; John Gray Peatman, chairman; Wilson J. Main, Ruthrauff & Ryan.

CIO Moves Toward Large-Scale Organization of Net Personnel

Salary Information Literature Distributed by UOPWA; To Ask Increases for 6-700 at CBS

CONGRESS of Industrial Organizations, through its New York branch of United Office & Professional Workers of America last week appeared to be well under way on large scale organization of network and agency personnel.

With the recent establishment of the UOPWA's salary information department, the union began distributing literature in front of buildings housing the four major networks in New York. Idea was to get network white collar workers interested in the CIO salary information department, union officials explained, and to encourage those employes to form their own "single purpose" salary-increase committees.

CBS 'Most Advanced'

At CBS, a committee was quickly set up with representatives of several network departments who signed circulars asking others to join the group in drawing up wage increase proposals for submission to management. Union officials, declaring that the CBS committee as yet has no affiliation with the union but is "encouraged and assisted" by the UOPWA, said that the committee is "about ready to put up its proposals" which would involve 600-700 CBS employes. Increases to be asked are not yet known.

"People are interested in the union's salary information department straight through all the networks," a UOPWA spokesman said. CBS committee, however, was described as the "most advanced" with employes at three other networks expected to follow suit "in the near future".

According to the UOPWA definition, the union has jurisdiction over employes of radio networks and stations, advertising agencies and publishing firms "who are not covered by any other union group". Major CIO organization drive seemed to be aimed at clerical and some professional workers within the networks.

No Producers, Directors

One New York agency, however, reported CIO attempts at organizing the agency's radio producers and directors. Agency spokesman said that several producers had been approached directly by CIO representatives and that as a result, radio officials of several advertising agencies met last week to discuss possible unionization within the agencies.

CIO executives flatly denied any attempts to take in producers and directors, most of whom are already affiliated with the Radio Directors Guild, independent organization, headed by Jerry Devine, or with the Radio Writers Guild, whose president is Peter Lyon.

Mr. Devine, whose organization is negotiating with the four networks for recognition as the official directors' bargaining agency, said his group now claims about 95% representation in the networks and has considerable membership among agency men. He denied any knowledge of a CIO attempt to move into the directors' field. Both Mr. Devine and the CIO declared there is no plan for the Guild to go into the CIO.

Radio Writers Guild, according to Mr. Lyon, is "on the brink" of negotiations with agencies, but so far no proposals have been submitted. Mr. Lyon, whose guild is joined with the Authors League of America, also denied any intentions of CIO affiliation.

UOPWA Fund Drive

UNITED Office & Professional Workers of America (CIO) last Tuesday announced plans to raise $300,000 during 1945 to be applied to political action, a drive to increase salaries, veterans rehabilitation and war relief. The political action project, which will have half the allocation, will involve use of radio, but whether the UOPWA will seek sustaining or commercial time has not been determined. Original plans for a national spot radio campaign to promote its salary information department [BROADCASTING, April 16] have been abandoned for the present.

EXTRA FEE UPHELD IN NLRB DECISION

NATIONAL War Labor Board last week refused to reconsider its decision in the WMAL-AFRA assigned fee case granting staff announcers at the Washington, D. C., station extra pay for commercial announcements. The ruling ends a dispute which began nearly two years ago.

It is expected that negotiations will begin soon granting six announcers at the station fees ranging from $1 to $4 when assigned to commercial broadcasts, in addition to base salary of $200 a month. Under the decision of Dec. 28, 1944, which the board upheld, the fees will be retroactive to Oct. 15, 1943.

The action is likely to affect stations throughout the country. In petitioning for a review of its decision, WMAL presented the case as a "problem of fundamental importance." Recently the Chicago regional WLB denied an AFRA demand for assigned fees at six Chicago class B stations and authorized, instead, an increase of 14 cents per hour [BROADCASTING, April 2].

In the WMAL case, the board originally reversed the recommendations of its hearing officer and denied the request for "pay-within-pay". Later, AFRA appealed and the Board again reversed itself on a point of procedure [BROADCASTING, Jan. 22].

Helbros Mysteries

HELBROS WATCH Co., New York, will sponsor *Abbott Mysteries* as a summer replacement for *Quick As a Flash* on Mutual Sun., 6-6:30 p.m., beginning June 10. Program centers around husband-wife detective team featured in Frances Crane's *Pink Umbrella* and other mystery books. Agency is William H. Weintraub & Co., New York.

Drawn for BROADCASTING by Sid Hix

"I Guess I've Struck Sporadic Eel Interference!"

Changes in FCC Status Undecided

Truman Reorganization Plan Gives Rise to Speculation

PRESIDENT Truman's special message to Congress last Thursday asking legislative authorization to reorganize Government agencies, promptly gave rise to speculation about the FCC's ultimate fate, but it was believed that administration thought had not yet crystallized in that field.

President Truman asked that "no agency of the executive government should be exempt from the scope of the legislation". But he did not particularize.

In 1939, when Congress, at the request of President Roosevelt, enacted reorganization legislation, 21 agencies were specifically excluded, including the FCC. Prior to Congressional action, there had been speculation about the creation of a new department, headed by an individual of cabinet rank, which would cover both transportation and communication. This plan embraced possible consolidation of the ICC, FCC, inland waterways and other such independent establishments in a single department.

Blank Check Doubtful

In Congressional sources, first reaction to the Truman message was that Congress would not be disposed to give any Chief Executive a "blank check" in Government reorganization, particularly involving those independent agencies which are legislative in character and to which Congress has delegated certain legislative functions. The FCC falls in that category.

The thought was that Mr. Truman is interested primarily in consolidating many of the wartime functions of independent agencies in permanent operations.

Before there evolves any consideration of fusion of FCC functions with those of any established department or with a new department, President Truman is certain to discuss it with his confidants in radio and communications.

'Shadow' Adds Sponsors

TWO NEW sponsors, in addition to the Delaware, Lackawanna & Western Coal Co. (Blue coal), on Sept. 9 begin co-sponsorship of *The Shadow*, 5-5:30 p.m. EWT Sundays on Mutual. Grove Labs., St. Louis, through Russel M. Seeds Co., Chicago, takes show on 44 stations. McJunkin Adv., Chicago, places Carey Salt Co., Hutchinson, Kan. on 101 stations. DL&W Coal, sponsors of *The Shadow* since 1937, will use 27 stations, placed by R&R.

WKIX Joins CBS

WKIX Columbia, S. C., joins CBS June 15 as as an optional station. Owned and operated by Inter-City Adv. Co., WKIX operates with 250 w fulltime on 1490 kc. Addition gives CBS 150 affiliates.

FCC Visions FM as Major Radio Service

'Truly Nationwide' TV Foreseen 'Upstairs'

FM IS EXPECTED to become the "finest aural broadcast service" attainable in the "present state of the radio art," according to the FCC's final allocations report above 25 mc, released last Friday. At the same time the Commission announced appointment of a 14-man subcommittee of industry-Commission engineers to coordinate studies and set up standards for final analysis of propagation data to be gathered in the next two months in the band, 44-108 mc [BROADCASTING, May 21].

Work already has begun on a nationwide system of monitoring and recording to assemble all data possible on Sporadic E and tropospheric transmissions in the three proposed FM bands, 50-68 mc, 68-86 mc and 84-102 mc, one of which eventually will become the permanent home of FM. Dr. Lynde P. Wheeler, chief, FCC Technical Information Division, was named subcommittee chairman. On the group are eight industry and six Commission engineers.

Higher TV Home Needed

The FCC said a "truly nationwide and competitive television system", if it is to be developed, "must find its lodging higher up in the spectrum". Space between 480-920 mc was made available for "experimental television". Development of color video and "superior monochrome pictures" depend on the "resourcefulness of the industry" and the Comission expects the industry to move forward. Channel widths and assignments will be determined by the FCC chief engineer during developmental stages.

The FCC made it plain that sound broadcasts only will not be permitted on television channels. "If, after a reasonable period, licensees of television stations are not using the facilities sufficiently to warrant an unlimited assignment," said the report, "consideration will be given to other applications for all or part of the time of such stations."

1,000-3,000 FM Stations

The Commission's final report above 25 mc contains these highlights on FM:

The FCC expects 1,000-3,000 stations and 50-100 million receivers in the public's hands in years to come.

There will be no compromise in assigning FM. It will be allocated in the best-suited place in the spectrum. The allocation is to be permanent.

Best place in the spectrum is between 42-108 mc, although "within that range there is no band which is ideally suited for FM broadcast".

The FCC recognizes there is little factual data; that predictions are "necessarily based in part upon theory".

FM channels will be 200 kc wide. Of 90 channels to be allocated immediately (10 additional when facsimile moves above 400 mc), 50 commercial channels will be available immediately to "present licensees and newcomers", thus affording "existing AM licensees an opportunity to enter FM . . . and enable some new persons to participate in FM's early development"; remaining 20 commercial channels "will be reserved from assignment at the present time to be licensed in the future in accordance with rules and regulations subsequently to be promulgated"; other 20 FM channels to educational stations.

It would appear "desirable" to assign high-powered stations at upper end of band; low-powered at lower end.

Regardless of the alternative selected, a band of 2 mc will be allocated for interim operation of present transmitters and use of present receivers.

Suggested Assignments

Included in the report was a table of suggested temporary assignments in the lower portion of the band during the transition period. Under alternative allocation No. 1 the interim assignment would be 48-50 mc. Under alternative allocations 2 or 3 it would be 42-44 mc. The FCC explained that the 10 channels between 42-44 and between 48-50 would provide only five FM stations in a city and time-sharing would be required for the 10 stations in the New York area, with one case of time-sharing in Chicago. In time-sharing, the Commission suggested conversion of one of the FM stations promptly for high frequency operation so that simultaneous operation in the two bands could be maintained. The Commission encouraged operation of transmitters temporarily in both the new and old FM bands.

Following are the suggested interim allocations covering existing stations:

42.1 or 48.1 mc—KALW San Francisco, WGFM Schenectady, WMTW Boston, WNYC-FM New York, WNYE Brooklyn, WWZR Chicago.

42.3 or 48.3 mc—WFIL-FM Philadelphia, WTIC-FM Hartford.

42.5 or 48.5 mc—WBAM New York, WBOE Cleveland, WBEZ Chicago, WEHS Chicago, WHNF New York, WNBF-FM Binghamton.

42.7 or 48.7 mc—KYW-FM Philadelphia, WABW Indianapolis, WTAG-FM Worcester.

42.9 or 48.9 mc—WBKY Lexington, Ky., WGNB Chicago, WGYN New York, WIUC Urbana, Ill., WFMN Alpine, N. J.

43.1 or 49.1 mc—WBZA-FM Springfield, WIP-FM Philadelphia, WOWO-FM Fort Wayne.

43.3 or 49.3 mc—WABC-FM New York, WBBM-FM Chicago, WBZ-FM Boston, WQXQ New York.

43.5 or 49.5 mc—KOZY Kansas City, WCAU-FM Philadelphia, WDRC-FM Hartford, WHEF Rochester, WLOU Detroit, WSBF South Bend, WTNT Pittsburgh.

43.7 or 49.7 mc—WABF New York, WBCA Schenectady, WDLM Chicago, WEAF-FM New York.

43.9 or 49.9 mc—KHJ-FM Los Angeles, KMBC-FM Kansas City, KDKA-FM Pittsburgh, WDUL Superior, WELD Columbus, WENA Detroit, WGTR Boston, WHFM Rochester, WMIT Winston-Salem, WMLL Evansville, WPEN-FM Philadelphia, WSM-FM Nashville, WBRL Baton Rouge, WMFM Milwaukee.

Tests to Start

Attending last Thursday's conference on propagation data, called by George P. Adair, FCC chief engineer, were 60-odd engineers. Invitations had been sent to 25 to serve on the overall joint committee. The subcommittee, at a meeting Friday morning, made specific arrangements for getting the tests under way.

These tests involve a line of recording stations from New England to Montgomery, Ala., and westward from New England to Grand Island, Neb., with recording units at intervals throughout. FCC field personnel will do most of the recording, which includes monitoring of and measurements on the 50 FM stations now in operation.

Several additional transmitters will be set up on the higher frequencies from 50-104 mc. "It is hoped," said a Commission news release, "that the comprehensive recording program will yield important information on Sporadic E

(*Continued on page 76*)

AM Extension to 540 Well Received

Original IRAC Proposal On International Is Reversed

EXTENSION of the standard broadcast band to include the 540-kc channel [CLOSED CIRCUIT, May 21], as proposed by the FCC in its report on allocations below 25 mc, last week, is expected to meet with unanimous approval among broadcasters.

At the same time the Commission disclosed that 120 channels are proposed for direct international broadcasting, reversing original recommendations made by Government engineers in the controverted report of the Interdepartment Radio Advisory Committee. Frequencies assigned to the U. S. will be used to further "international understanding and amity hereafter".

Proposed allocations table and FCC summaries, page 24; allocations text, page 28.

In an order accompanying the proposed allocations, released last Monday, the Commission designated oral argument for 10:30 a.m. June 20. Appearances must be filed by June 6 and 25 copies of each brief must be on record by June 13. Broadcasters and others interested are invited by the FCC to file objections, comments and any evidence which may have developed since hearings closed Nov. 2.

The Commission cleared the way for future emergency amateur networks in disasters such as floods, hurricanes, storms, etc., by proposing to allocate on a shared basis a portion of the band, 1605-1800 kc, to amateurs for emergency purposes. It was recalled that during the devastating Ohio Valley flood of 1937 amateurs played an important part in maintaining communications when wire lines were down.

No decision has been reached as to the type of service to be permitted on the new 540 kc channel. Neither is it known when that channel will be available for broadcasting since it is used now by Government. It is known that the Navy opposed assigning it to commercial broadcasting.

A hint that the 540 channel may be assigned to local stations in the interior was seen in the Commission's proposed report, which pointed out that the use of the 520 and 530 kc channels, as proposed by RTPB Panel 4, would "involve seri-

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PROPOSED ALLOCATIONS AT A GLANCE

STANDARD—535-1605 kc (channels 540-1600 kc inclusive).

RELAY BROADCAST—1605-1800 kc*; 2250-2300 kc; 2700-2850 kc (shared with other services).

INTERNATIONAL—6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,300 kc; 17,700-17,900 kc; 21,500-21,700 kc (120 channels).

AMATEURS—1605-1800 kc*; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21,000-21,500 kc.

* Assigned to Government and non-government police, aviation, relay broadcast, special, Alaskan and disaster communication, including amateur disaster networks.

Radio United Against Opening Books

Durr 'Share-the-Wealth' Program Control Views Aired

By BILL BAILEY

COMMISSIONERS C. J. Durr and Charles R. Denny Jr. led the questioning last week, as broadcasters presented, through their respective counsel, a united front in opposition to the FCC's proposal to make public the financial statements and business dealings of stations.

During oral argument Monday on proposed regulations 1.301-1.304 [BROADCASTING, April 23], covering financial statements, ownership reports, personnel and contractual agreements, Commissioner Durr gave every indication that he feels all stations should be placed on equal footing, that none should make more money than others and that their private business dealings should be an open book.

All Present but Porter

All Commissioners, except Chairman Paul A. Porter who is in Europe, attended, with Commissioner Paul A. Walker sitting as acting chairman. Representing the FCC were General Counsel Rosel H. Hyde, Assistant General Counsel Harry M. Plotkin and Leonard H. Marks, assistant to the general counsel. Interested spectators included Vernon L. Wilkinson, assistant general counsel in charge of broadcasting, and Fanney Neyman Litvin, principal attorney in the broadcast section.

John Morgan Davis, NAB general counsel, who led the retinue of attorneys attacking the Commission's right to disclose private records in face of the Communications Act, filed a supplemental brief which was based on a conference with FCC counsel. He said the Commission attorneys and NAB legal counsel failed to agree on 1.303(a) regarding ownership reports, but agreed on other changes.

Durr Questions Relation

"I don't know what the Commission is reaching for," said Mr. Davis of the proposed rules. He pointed out that it should be guided by the "language of the Act". In his brief, however, he suggested the words "station policy" be replaced with "program policy", commenting, "This more clearly reflects the Commission's purpose."

NAB counsel asserted that "no useful purpose except to cater to the idle curious or those with malicious intent" could be served by making financial reports public.

"It would result in opening to the public certain information which the Congress has seen fit in its wisdom to keep private," declared Mr. Davis.

Commissioner Durr questioned the bearing of expenditures on the quality of operation. "How is the public going to regulate unless it is fully informed?" he asked when Mr. Davis told him that the public wasn't forced to listen to any programs and that free competition would make for better entertainment. "The public is pretty well able to take care of itself so far as programs are concerned," the NAB counsel added.

"Do you argue that the Commission doesn't have the statutory authority to make this data public?" asked Commissioner Denny.

Mr. Davis said he did and that he felt the FCC "goes beyond the law and intent of Congress" in its attempts to make it public.

Henry J. Ladner, appearing for NBC, concurred in the NAB position and took particular exception to the proposal to make network contracts public.

Radio on Public Domain

"You would have no objection to making public overall income, overall operating expenses and overall net profits, would you?" queried Commissioner Durr. Mr. Ladner questioned whether broadcasting should be put on a competitive disadvantage with other advertising media. "Newspapers and magazines are not required to make their financial records public," he asserted.

Commissioner Durr couldn't see the comparison between radio and publications. Radio, he insisted, operates on "public frequencies" whereas newspapers and magazines are private publications. The Commissioner, who has crusaded against commercial broadcasting, wanted to know if Mr. Ladner felt that money spent on programs had nothing to do with the quality of such programs.

"That's a little broad," replied Mr. Ladner. "If NBC cut its program budget in half it might affect the quality of its programs. In these days, with union agreements, you just don't get anything for nothing." Commissioner Durr had commented that a lot of "good public interest" programs are available at no cost to broadcasters.

Sutherland G. Taylor, CBS counsel, also concurred in the NAB position. He opposed disclosure of data covering financial information, salaries, contracts, etc. because the information "could be used for unfair practices".

Commissioner Durr asked if Mr. Taylor felt the choice of a listener should be either "mediocre programs or turning off his radio". Mr. Taylor replied that free competition would provide the listener with the best of programs, whereas controlled programming wouldn't.

When Commissioner Durr asked the network's "basic objection" to making its affiliate contracts public, Mr. Taylor replied: "We are in competition with other networks and stations. If contractual relations are made public, our ability to make contracts would be decreased." Commissioner Durr asked, "Don't you think it puts a station in an unfair competitive position if he doesn't know what the other station pays?" Mr. Taylor compared contracts to salaries which he said stations don't disclose. If such private business negotiations as salaries and contracts are made public, competition would be erased and all stations would suffer, he added.

McDonald on Record

Joseph A. McDonald, general counsel for the American Broadcasting Co., went on record supporting the NAB stand and elaborated on the ownership requirements. He declared the proposed rules, as written by the Commission, "will unduely prejudice licensees". The rules "have a tendency to fix prices and rates" and "tend to control rates", he added.

W. Theodore Pierson, appearing for General Tire & Rubber Co., the Yankee Network, WJW Cleveland and KOB Albuquerque, N. M., agreed with previous counsel.

"I first got a glimpse, through Mr. Durr's questions, of the use this public information might serve," he said. "The public comes in, reads the reports and goes back to the stations in its communities and says, 'you're not spending enough on programs'. I'm quite

(*Continued on page 82*)

Minnesota Poll Shows Radio Preferred Above Telephones

IF THE STATE of Minnesota is a criterion, the average citizen, at a ratio of better than two to one, prefers his radio over his telephone. That's the result of the Minnesota Poll of Public Opinion conducted by the *Minneapolis Sunday Tribune* released last week.

Results of the poll were published in the newspaper's May 20 edition. The question asked was: "If you had to do without either a telephone or a radio in your home, which one would you rather give up?"

The results:

Telephone	63%
Radio	27%
Undecided	10%

People in the top income level are the only ones among four economic groups who would prefer to do without their radios rather than their telephones.

Among age groups, those in their 40s give the strongest backing to the telephone, while those in their 20s and those over 60 show the greatest liking for the radio.

Col. Lowman New Video Head of CBS

Ex-Operations Chief Returns July 1 as Vice-President

COL. LAWRENCE W. LOWMAN, CBS vice-president on leave with the armed forces since 1942, returns to the network July 1 as vice-president in charge of television, Joseph H. Ream, vice-president and secretary, announced last week.

Col. Lowman

Col. Lowman will have overall supervision of television. C. Worthington Minor continues as manager of the television department, heading up production and operations. Gilbert Seldes is director of programs.

To Army in 1942

Col. Lowman was CBS vice-president in charge of operations when he was commissioned in the Signal Corps in June 1942. He was chief, communications branch, Office of Strategic Services, reporting to Maj. Gen. William J. Donovan. Recently he resumed civilian status, serving as adviser to Gen. Donovan on communications.

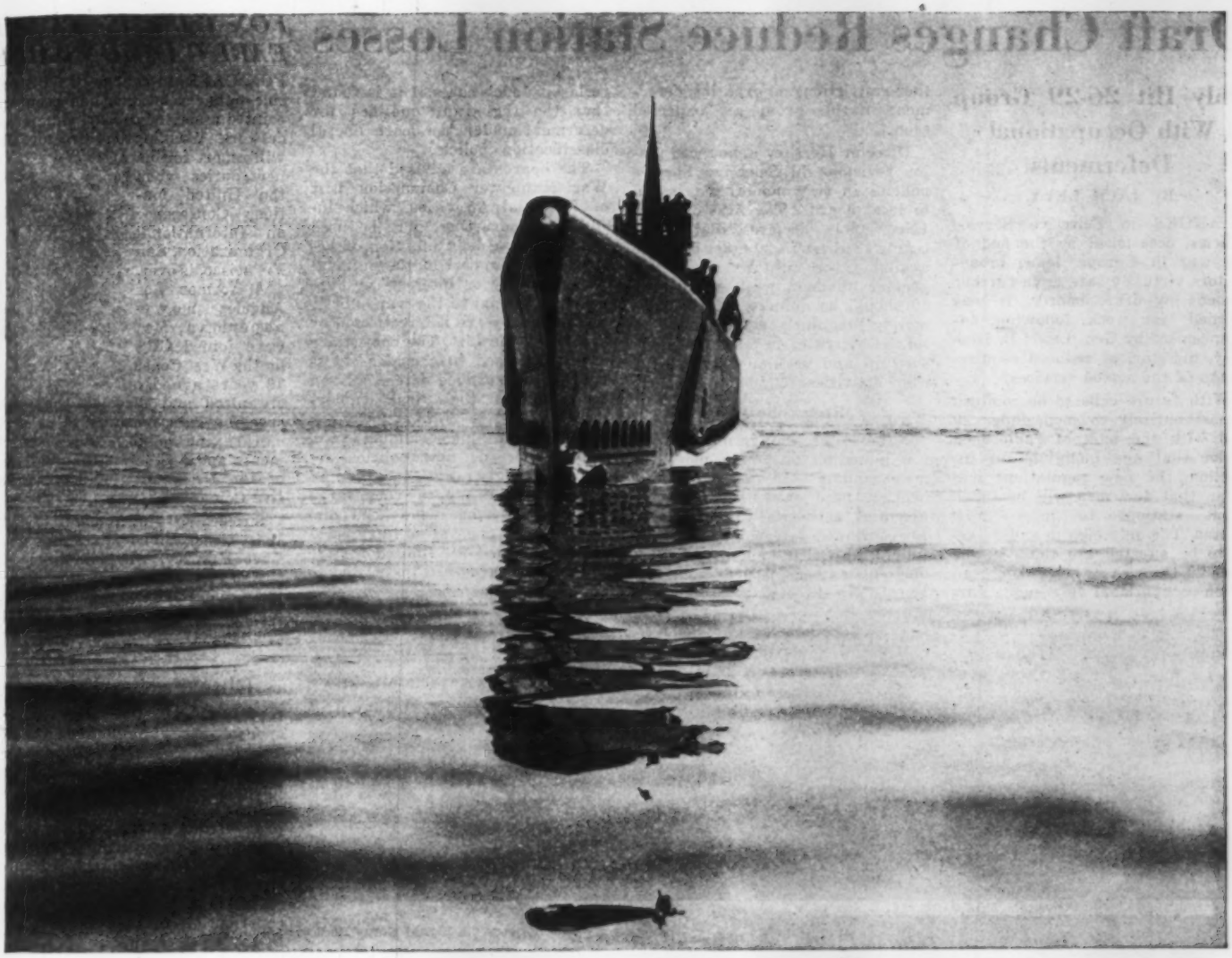
As CBS operations chief, Col. Lowman was concerned with television activities, in addition to handling labor relations, program department activities, and network phase of operations of WABC New York.

Col. Lowman joined CBS in December 1927 as traffic manager, and was subsequently promoted to assistant treasurer and secretary. In 1932 he was elected vice-president and secretary and in 1928 was made vice-president in charge of network operations. From 1921 until joining CBS he was credit manager of J. Jacob Shannon, contractors.

"The appointment of Mr. Lowman emphasizes the growing importance of television in the immediate and postwar operations of Columbia," Mr. Ream said. "CBS believes that the promise of television cannot be realized and that the success of the new medium will be substantially deferred unless all efforts are directed to bringing the public attractive programs with satisfying picture quality. Successful television will require improved technical standards to provide high-definition pictures in full color as well as black and white, and the aggressive development of new program techniques."

Reichhold Special

REICHHOLD CHEMICAL Co., Detroit, last Saturday cancelled *Symphony of the Americas* on Mutual, 8:30-9 p.m. to present an eyewitness description of German prison camps by Malcolm Bingay, editor of the *Detroit Free Press*. Agency is Grant Adv., New York.



Camera study

That's a U.S. Navy sub. It makes a fascinating study for the camera.

But do you see anything wrong with the picture?

Most people who first see the picture exclaim, "Look! Isn't that a torpedo crossing the bow?"

If you'll look again . . . you'll see that it's just part of the reflection on a sullen swell.

But there's one picture that has no second guesses in it . . . no doubtful reflections . . . and that's the part W-I-T-H plays in the Baltimore radio picture!

Delivering as it does . . . the greatest number of listeners for the lowest cost . . . W-I-T-H is the top buy in this five-station town. And remember . . . Baltimore is the 6th largest city in the country.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Draft Changes Reduce Station Losses

Only Hit 26-29 Group With Occupational Deferments

By JACK LEVY

CHANGES in Selective Service policies, occasioned by the end of the war in Europe, leave broadcasters virtually safe from further inroads by draft boards, it was learned last week following announcement by Gen. Lewis B. Hershey, director, of reduced requirements of the armed services.

With future calls to be confined almost entirely to men under 30 and with the bulk of radio men under that age ineligible for induction, the new regulations will mean that few men will be taken from stations to meet draft quotas. The only men in radio likely to be affected are those in the ages 26 through 29 who have been given occupational deferment. Further restrictions on granting deferment in this group are expected soon.

Director Hershey announced major revisions in Selective Service policies in two memoranda issued to local boards. The first of these (No. 115-J) declares that registrants 18 through 29 must be made available for military service in greater numbers while those over 30 should be deferred if they are merely "regularly engaged in" essential activities instead of "necessary to and regular engaged in" such activities.

Reclassification

Because of the reemphasis on the induction of young men, the memorandum states, registrants over 30 need only be engaged in essential activities to be eligible for continued deferment and "even though an Order to Report for Induction has been issued" the local boards are directed to reopen and reclassify such cases if it is found that the registrant qualifies for deferment under the more liberal classification policies.

The boards are advised that the War Manpower Commission List of Essential Activities, which includes broadcasting, may be used as a guide in determination of activities "in support of the national health, safety or interest" or "endeavor essential to the war effort", although they are not restricted or limited by the List. The boards are also authorized to consider registrants for continued deferment "on the basis of their last employment".

The second memorandum (No. 77-E) concerns new policies regarding registrants in the 18 through 25 group, a very large number of which have been disqualified for general military service or qualified for limited service only. The boards are instructed to

(*Continued on page 70*)

—Radiophotos via Signal Corps Radio

PHOTO BY FACSIMILE held interest of this group in London, inspecting U. S. communications [BROADCASTING, May 21]. Officials are (l to r): Sen. Homer E. Capehart (R-Ind.), Sen. Burton K. Wheeler (D-Mont.), chairman of Interstate Commerce Committee; Rear Adm. Joseph R. Redman, USN, chief, Naval Communications; Sen. Ernest W. McFarland (D-Ariz.), FCC Chairman Paul A. Porter. Upper photo, party arrives in Paris and former boss meets ex-counsel. Front row (l to r): Adm. Redman, Sen. Capehart, Sen. Albert W. Hawkes (R-N.J.), Sen. Wheeler; Jefferson Caffrey, U. S. Ambassador to France; Sen. McFarland, Capt. Harry Butcher, Naval aide to Gen. Eisenhower, former CBS Washington vice-president, who chats with former CBS Washington counsel, now FCC Chairman Porter (back to camera). Between Sens. Hawkes and Wheeler at rear is Maj. Gen. R. C. Smith, U. S. Embassy military attache. Behind him (l to r), Brig. Gen. C. O. Bickelhaupt, director, Communications division, European Theater of Operations; Maj. Gen. W. S. Rumbough, Chief Signal Officer, ETO. Top row, Maj. Gen. Frank E. Stoner (l), director, Army Communications Service; Col. W. C. Henry, representing Chief Signal Officer; Maj. Joseph J. Smetana, USA, control officer, Army Communications Service; Comdr. Henry Williams Jr., USN, aide to Adm. Redman; Lt. Edward Cooper, USN, on inactive duty, serving as secretary of Senate Interstate subcommittee on international communications; Ed Craney, head of KGIR Butte, Mont., and Z-Bar Network, who accompanied Government tour as adviser to Sen. Wheeler. Sen. Frank P. Briggs (D-Mo.) was scheduled to go but canceled arrangements at the last minute due to other commitments. Original plans called for a 10-day to 2-week tour, according to statement by Sen. Wheeler, but word comes the travelers, who left May 14, won't return until "after June 1". Chairman Porter has canceled an appearance on June 4 at Kentucky Wesleyan U., Winchester, Ky., to deliver the commencement address and receive the honorary Doctor of Laws degree. Sen. Wheeler has asked Gen. Eisenhower to obtain Russia's permission for the party to visit Berlin. Gen. Eisenhower has referred request to State Dept.

FOX CASE IS NAMED EARL GAMMONS AIDE

FOX CASE, in charge of CBS Pacific public relations, has been appointed assistant to Earl Gammons, network Washington director. He will report for his new duties when the United Nations Conference on International Organization, San Francisco, is over.

Mr. Case

A former Los Angeles newspaperman, Mr. Case joined CBS on the West Coast 10 years ago. He organized and directed the news, special events, features, talks, agriculture and public service departments and has served as chairman of the NAB District 16 Legislative Committee.

Succeeding him as chief of CBS West Coast public relations will be Chet Huntley, who has been Mr. Case's assistant. Clinton Jones, KNX news bureau managing editor, becomes news chief for the CBS Pacific network.

Blue Series Praised

EVERSHARP, Inc., Chicago, will sponsor the June 6 broadcast of *The Road Ahead*, 9-9:30 p.m., on the Blue. *Road Ahead*, veterans' rehabilitation forum originating from military hospitals has won high praise from ranking officers of the armed services, among them Maj. Gen. N. W. Grant, air surgeon of the Army Air Forces, who said last week, "*The Road Ahead* is a vital contribution to the understanding by the American public of the problems of readjustment of the disabled soldier. Its message should be heard by every American citizen." Eversharp agency is Biow Co., New York.

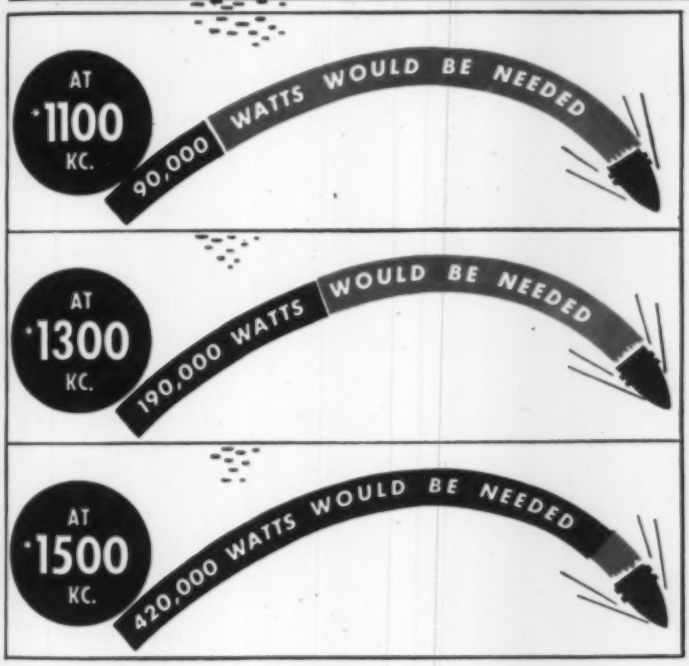
Maxon Named

FORD DEALERS Assn., in sales region including Buffalo, Pittsburgh, Edgewater, N. J. (New York City) and Sommerville, Mass., and two branches in Washington and Richmond, Va., has appointed Maxon Inc., New York, to handle all advertising. Account will not become active until automobile sales resume in some volume. Agency now handles four of the six Ford dealer groups in various parts of the country.

Continental Shifts

CONTINENTAL CAN Co., New York, June 9 through Sept. 9 shifts *Report to the Nation* from Sat. 1:30-2 p.m. on CBS to Sun. 6:30-7 p.m. on the same network, moving into period vacated by *Toasties Time*, General Foods Corp. program which takes a 13-week hiatus. Agency for Continental is BBDO, New York and for General Foods, Benton & Bowles, New York.

SURE AS SHOOTIN'...



WOW, due to its nearly ideal frequency of 590 kilocycles, used with 5,000 watts, CAN be HEARD clearly within a one hundred mile radius* of its transmitter. WOW is LISTENED to because it is a basic NBC station, furnishing the top radio entertainment of the day, supported by first-class local features and NEWS. These are reasons why WOW gives you the BIGGEST AUDIENCE an advertising dollar will buy in the Omaha trade territory.

IT'S A FACT. . . .

The chart above, based on computations by competent radio engineers, shows how much MORE power is needed to lay down a 2½* millivolt signal 100 miles at frequencies higher than 590 kilocycles. The frequencies shown are approximately those of other full-time stations in the Omaha area.

*WOW's ½-millivolt contour actually reaches out nearly 200 miles!

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY • NBC IN NORTH PLATTE
JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO. REPRESENTATIVES

NBC *Thesaurus*...

THE MUSIC OF MANHATTAN

Glorious musical program with every feature of top network shows from thirty-piece dance orchestra to Dixieland jazz combination, playing music scored by the nation's top arrangers. Seven individual specialty groups and vocalists provide unlimited program combinations. Scripts provided for three half-hour shows per week. ***117 selections.***

ALLEN ROTH AND THE SYMPHONY OF MELODY

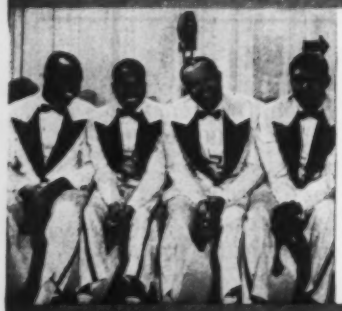
NBC THESAURUS spared no effort to make this a quality show. Allen Roth, outstanding conductor of modern music, gives finesse to every arrangement from boogie woogie to opera. Roth choruses and soloists lend lovely voices to many brilliant arrangements. ***335 selections.***

THE GOLDMAN BAND

As America marches to Victory . . . an air of timeliness surrounds each stirring march . . . drum beat . . . cymbal clash . . . in this distinguished THESAURUS program. "Music in March Time" of this famous band directed by Edwin Franko Goldman is combined with stories of great composers of martial music and folklore of their rhythms. ***78 selections.***

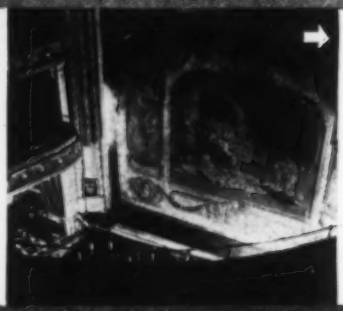
VINCENT LOPEZ AND HIS MUSIC

Arrangements rich in beauty . . . an orchestra of talented musicians . . . rare piano interludes by a master of the keyboard...that's Vincent Lopez and his Music—a THESAURUS program that is a valuable "name" asset to any station. For Vincent Lopez is a name of long-established public favor. ***125 selections.***



I HEAR THE SOUTHLAND SINGING

From the opening theme song of the Golden Gate Quartet to the sign-off of this unique THESAURUS program . . . this is American negro music at its best. The Golden Gate Quartet presents rhythmic spirituals . . . original folk songs . . . tells tall tales and stories from "De Good Book." ***105 selections.***



MUSIC HALL VARIETIES

Early vaudeville days are musically recaptured in this new THESAURUS program. Original arrangements of 1905-1920 are played by an old-style pit orchestra directed by "Professor" Patrick Ciricillo. Basso profundo John Barton, the Knickerbocker Four and Betsy White add further flavor. ***106 selections.***

SLIM BRYANT AND HIS WILDCATS

For the best in hillbilly entertainment . . . it's this network-quality THESAURUS program. Slim and his gang are specialists . . . skilled entertainers in this field. Everybody responds to the warmth and sincerity of their ballads of the Old West, hoe-downs, novelties, square dances and comedy songs. ***57 selections.***

JAZZ JAMBOREE

Designed for teen-agers with "the beat" and connoisseurs of jazz, this new THESAURUS program presents the unforgettable rhythms of Charlie Barnet, Tony Pastor, Teddy Powell. Jazz classics tied together with a listenable script written by swing authority Muriel Reger (editor of "Jazz" magazine). ***219 selections.***

...and these prominent musical artists too:

XAVIER CUGAT BOB HANNON TED STEELE THOMAS L. THOMAS HORACE HEI

THE JESTERS LAWRENCE WELK SHEP FIELDS HARRY HORLICK

ght programs exclusive to subscribers

SWING AND SWAY WITH SAMMY KAYE

Thanks to this THESAURUS program . . . your library can now claim the absolute tops in "sweet-swing" music. Sammy Kaye is headmaster of that school. His compelling dance band . . . his parade of singing favorites . . . set all America swinging and swaying. ***102 selections.***

LISTEN TO LEIBERT

This THESAURUS program of great organ music peals from the organ of the world's largest theatre—The Radio City Music Hall. These special recitals give full play to Mr. Leibert's individual style and to the magnificent Music Hall instrument, providing programs of rich musical appeal. ***131 selections.***

NORMAN CLOUTIER AND HIS MEMORABLE MUSIC

A THESAURUS program of musical comedy favorites that turns back the pages of musical memory. A string orchestra of 25 musicians, all members of the incomparable NBC Symphony, bring to life again the immortal melodies of Herbert, Gershwin, Romberg and others. ***94 selections.***

THE CHURCH IN THE WILDWOOD

Today people are turning more and more to religious music for inspiration and comfort. These elements make The Church in the Wildwood with its familiar hymns...its inspiring organ, viola and harp music a timely program of restful beauty. John Seagle, baritone, assisted by William Meeder, organist. ***192 selections.***

Here are two pages of radio's best selection of great recorded musical shows—exclusive to our subscribers. They are the result of a survey conducted by NBC THESAURUS. It all happened when THESAURUS decided to take the guesswork out of "what kind of service and programs stations wanted for local broadcasting."

THESAURUS representatives asked hundreds of men and women who build and broadcast local programs day after day, "What should the ideal library service offer?". . . then tabulated the facts. *Result—this 5-point plan:*

1. **A service that is especially designed for radio with plenty of short instrumental selections . . . vocals separate.**
2. **Material that is exclusive to your station in your town.**
3. **Music that is not available on phonograph records.**
4. **Enough selections by every performer to make programming worth-while.**
5. **"Network quality" arrangements, musicians and vocalists.**

If you are considering a new library of recorded music look into these programs . . . 48 individual musical shows for each week's programming . . . all built around the 5-point plan for your needs by America's Number 1 Musical Program Service—NBC THESAURUS.

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

A Service of Radio Corporation of America

RCA Bldg., Radio City, New York · Chicago · Washington · Hollywood · San Francisco

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

TABLE OF ALLOCATIONS UP TO 25,000 KC

THE FOLLOWING TABLE contains the international allocations which the Commission will recommend to the Department of State. The table also contains for convenient reference the non-government services which may be provided for within the proposed international allocation and Government bands which are proposed by the Interdepartment Radio Advisory Committee. Unless otherwise specifically indicated the bands below 25,000 kc are available for Government and non-government use. The designations in the Proposed International Allocation column preceded by (a) and (b) are in alphabetical order; this order of listing does not, in itself indicate relative priority.

Freq. Band kc.	*Proposed International Allocation*	*Proposed United States Services*	*Remarks*
Up to 100	Fixed	Fixed	
100-160	(a) Fixed (b) Maritime Mobile	Coastal, Marine Relay, Ship, Mobile Press, Fixed, Alaskan	
160-200	Fixed	Fixed	Aero. Fixed shall have priority in the polar regions
200-280	Air Navigation Aids	Air Navigation Aids	
280-320	Maritime Beacons	Maritime Beacons	
320-415	Air Navigation Aids	Air Navigation Aids	
415-490	Maritime Mobile (Telegraphy)	Coastal, Marine Relay, Ship	
490-510	Mobile (Distress and Calling freq. 500 kc)	Mobile (Distress and Calling freq. 500 kc	
510-535	Mobile (Telegraphy)	Mobile (Telegraphy)	Not open to public correspondence in the American Region
535-1605	Broadcasting	Broadcasting (Non-gov.)	Lowest and highest assignable freq. 540 kc and 1600 kc
1605-1800	(a) Fixed (b) Mobile	Police, Aviation, Relay Broadcast, Special, Alaskan, "disaster communication" including Amateur disaster networks	
1800-2000	Navigation Aids	Navigation Aids	
2000-2050	(a) Fixed (b) Mobile	Government	500 w peak power limit for both fixed and mobile
2050-2065	Maritime Mobile	Ship telegraph	
2065-2075	Mobile (Distress and Calling freq. 2070 kc)	Mobile (Distress and Calling freq. 2070 kc)	Calling limited to telegraphy
2075-2100	Maritime Mobile	Ship telegraph	
2100-2250	Mobile	Ship telephone, Relay Broadcast	
2250-2300	(a) Fixed (b) Mobile	Police point-to-point, Ship telephone, Aviation, Special, Relay Broadcast	
2300-2350	Maritime Mobile	Coastal telegraph, Marine Relay	
2350-2495	(a) Fixed (b) Mobile	Police, Ship telephone, Alaskan	
2495-2505	Std. Freq. Broadcast	Government	Std. Freq. 2500 kc
2505-2700	Mobile	Coastal Harbor telephone, Alaskan	
2700-2850	(a) Fixed (b) Mobile	Fixed, Maritime Mobile telephone, Police point-to-point, Special Emergency, Relay Broadcast, Alaskan	
2850-3125	Aeronautical Mobile	Aeronautical Mobile	Note A
3125-3200	Aeronautical Fixed	Aeronautical Fixed	Note C
3200-3330	Aeronautical Mobile	Government	Note B
3330-3450	Mobile, except Maritime and Aeronautical	Forestry	Power limited to 200 w peak
3450-3500	(a) Fixed (b) Mobile except Maritime	Government	
3500-4000	Amateur	Amateur	
4000-4100	Fixed, except Aero. Fixed	Fixed, except Aero. Fixed	
4100-4135	Maritime Mobile	Coastal, Marine Relay, Ship	
4135-4145	Mobile (Distress and Calling freq. 4140 kc)	Mobile (Distress and Calling freq. 4140 kc)	Calling limited to telegraphy
4145-4500	Maritime Mobile	Coastal, Marine Relay, Ship, Mobile Press	
4500-4890	(a) Fixed (b) Mobile, except Aero.	Fixed, Aero. Fixed, Coastal telephone, Alaskan	Maritime Mobile limited to coastal telephone stations
4890-4990	Aeronautical Mobile	Government	Note B
4990-5010	Std. Freq. Broadcast	Government	Std. Freq. 5000 kc
5010-5300	Fixed	Fixed, Aero. Fixed	
5300-5500	(a) Fixed (b) Mobile, except Aero. and Maritime	Fixed, Aero. Fixed, Alaskan	
5500-5800	Aeronautical Mobile	Aeronautical Mobile	Note A
5800-6000	Fixed	Fixed, Aero. Fixed	
6000-6200	Int'l. Broadcast	Int'l. Broadcast	
6200-6300	Maritime Mobile	Coastal, Marine Relay, Ship	
6300-6450	Fixed	Fixed, Aero. Fixed	
6450-6600	Aeronautical Mobile	Aeronautical Mobile	Note A
6600-6900	Fixed	Fixed, Aero. Fixed	
6900-7000	Aeronautical Mobile	Government	Note B
7000-7300	Amateur	Amateur	
7300-8200	Fixed	Fixed, Aero. Fixed, Alaskan	
8200-8275	Maritime Mobile	Coastal, Marine Relay, Ship	
8275-8285	Mobile (Distress and Calling freq. 8280 kc)	Mobile (Distress and Calling freq. 8280 kc)	Calling limited to telegraphy
8285-8700	Maritime Mobile	Coastal, Marine Relay, Ship, Mobile Press	
8700-8900	Aeronautical Mobile	Aeronautical Mobile	Note A
8900-9000	(a) Fixed (b) Maritime Mobile	Fixed, Aero. Fixed, Coastal telephone	Maritime Mobile limited to coastal telephone stations
9000-9500	Fixed	Fixed, Aero. Fixed	
9500-9700	Int'l. Broadcast	Int'l. Broadcast	
9700-9990	Fixed	Fixed, Aero. Fixed	
9990-10,010	Std. Freq. Broadcast	Government	Std. Freq. 10,000 kc
10,010-10,200	Aeronautical Mobile	Government	Note B
10,200-11,300	Fixed	Fixed, Aero. Fixed	
11,300-11,500	Aeronautical Mobile	Aeronautical Mobile	Note A
11,500-11,700	Fixed	Fixed, Aero. Fixed	
11,700-11,900	Int'l. Broadcast	Int'l. Broadcast	
11,900-12,300	Fixed	Fixed, Aero. Fixed	
12,300-12,415	Maritime Mobile	Coastal, Marine Relay, Ship	
12,415-12,425	Mobile (Calling freq. 12,420 kc)	Mobile (Calling freq. 12,420 kc)	Limited to telegraphy
12,425-12,950	Maritime Mobile	Coastal, Marine Relay, Ship, Mobile Press	
12,950-13,050	Aero. Mobile	Government	Note B
13,050-13,250	Fixed	Fixed, Aero. Fixed	
13,250-13,350	(a) Fixed (b) Maritime Mobile	Fixed, Aero. Fixed, Coastal telephone	Maritime Mobile limited to coastal telephone stations
13,350-14,000	Fixed	Fixed, Aero. Fixed	13,560 kc Industrial, Scientific and Medical. All emissions must be kept within the band 13,552.5 to 13,667.5 kc
14,000-14,400	Amateur	Amateur	
14,400-14,985	Fixed	Fixed, Aero. Fixed	
14,985-15,015	Std. Freq. Broadcast	Government	Std. Freq. 15,000 kc
15,015-15,100	Aero. Mobile	Government	Note B
15,100-15,300	Int'l. Broadcast	Int'l. Broadcast	
15,300-16,400	Fixed	Fixed, Aero. Fixed	
16,400-16,555	Mobile	Coastal, Marine Relay, Ship, Mobile Press, Aeronautical	
16,555-16,565	Mobile (Calling Freq. 16,560 kc)	Mobile (Calling Freq. 16,560 kc)	Limited to telegraphy
16,565-17,100	Mobile	Coastal, Marine Relay, Ship, Mobile Press, Aero.	
17,100-17,600	Fixed	Fixed, Aero. Fixed	
17,600-17,700	(a) Fixed (b) Maritime Mobile	Fixed, Aero. Fixed, Coastal telephone	Maritime Mobile limited to coastal telephone stations
17,700-17,900	Int'l. Broadcast	Int'l. Broadcast	
17,900-19,985	Fixed	Fixed, Aero. Fixed	
19,985-20,015	Std. Freq. Broadcast	Government	Std. Freq. 20,000 kc
20,015-20,500	Fixed	Fixed, Aero. Fixed	
20,500-21,000	(a) Fixed (b) Mobile	Fixed, Aero. Fixed, Coastal, Marine Relay, Ship, Mobile Press, Aeronautical	
21,000-21,500	Amateur	Amateur	
21,500-21,700	Int'l. Broadcast	Int'l. Broadcast	
21,700-24,985	Fixed	Fixed, Aero. Fixed	
24,985-25,015	Std. Freq. Broadcast	Government	Std. Freq. 25,000 kc

Note A: Frequencies within these bands are reserved primarily for long distance overseas air routes and only where the use of frequencies above 30 mc is impracticable.
Note C: Frequencies within this band are reserved for fixed circuits associated primarily with long distance overseas air routes where other facilities are not available or are impracticable.
Note B: Not available to civil aviation.

FCC SPECTRUM PROPOSALS

Abstracts of summaries by the FCC in its proposed allocations for broadcast services and amateurs below 25 mc

STANDARD BROADCAST SERVICE

(Parenthetic notations refer to names of witnesses, transcript pages and exhibits at hearings Sept. 28-Nov. 2, 1944).

THE STANDARD broadcast band extends at the present time from 550 to 1600 kc. No proposal was made to enlarge this band by adding frequencies above 1600 kc. Below 500 kc, it was suggested that the frequencies 520, 530, and 540 kc be added.

The use of 520 and 530 kc for standard broadcasting would involve serious problems of interference with auto alarms on the international distress frequency 500 kc. Moreover, most of the radio receiving sets being used today are not equipped to tune to 520 and 530 kc and it is not practicable to modify these receivers (Tr. 935, 938, 981; Ex. 156, pp. 24 and 25). For these reasons the Commission does not propose to assign 520 and 530 kc for standard broadcast purposes.

So far as 540 kc is concerned, the use of this frequency would likewise involve problems of interference to the international distress frequency 500 kc. However, with respect to 540 kc, it is believed that the interference problems can be solved by assigning 540 kc for use at appropriate geographical locations and by limiting the intensity of the signals in coastal areas (Tr. 942, 954-956, 958; Ex. 157). Moreover, the evidence shows that with respect to 540 kc, approximately 54% of existing home standard broadcast receivers are capable of tuning to this frequency (Tr. 947, 3678). The Commission, therefore, proposes to assign 540 kc for standard broadcast purposes. However, this frequency at the present time is used for Government purposes and it is not known how soon it can be made available for broadcast use.

INTERNATIONAL BROADCASTING

Need for Allocation

THE DIRECTOR of the Office of War Information (Tr. 654-658) and the Coordinator of Inter-American Affairs (Tr. 659-663) testified to the great utility of U. S. international broadcasting in

(Continued on page 26)

FOR THE 200 DAYTIME QUARTER HOURS,
8 A. M. TO 6 P. M. MONDAY THROUGH FRIDAY,
KXOK gained 29.7%
in Daytime Audience
ACCORDING TO HOOPER—1944 COMPARED WITH 1943
Same station, same rates, same market . . . only a larger share of it . . . That's what KXOK advertisers are getting. Their average increase of daytime listeners gained nearly 30% in 1944. That the same C. E. Hooper survey revealed an average daytime audience loss for all other network-affiliated stations in St. Louis makes this KXOK gain even more impressive . . . Yes, the trend is to KXOK, because alert advertisers are responding to bonus audiences.
KXOK
SAINT LOUIS - 1, MISSOURI
Owned & Operated by the St. Louis Star-Times
630 KIL. • 5000 WATTS • FULL TIME • BASIC BLUE NETWORK
Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—
Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco

(*Continued from page 24*)

making the voice of the United States audible directly to listeners throughout the world in time of war. In time of peace, the need for such direct contact with listeners everywhere will be different, but no less essential.

The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during wartime.

Position in the Spectrum

Other means of international communication, including the transmission of U. S. broadcasts via point-to-point facilities to foreign countries for rebroadcast there over domestic stations, have a role to play; but no such technique can take the place of direct broadcasting from the United States to listeners abroad, without the need for reliance on intermediate facilities of any kind. Accordingly, the Commission is of the opinion that U. S. international broadcasting on a direct basis should be continued on the fullest scale commensurate with other needs for the frequencies involved.

All witnesses who appeared in respect to international broadcasting agreed that the present shortwave broadcast bands between 6000 kc and 26,600 kc should be retained for international broadcasting. All of the witnesses were likewise unanimous in recommending the plan prepared by RTPB, Panel 8, which requested a total of 56 frequencies for U. S. International broadcasting. The proposed 56 channels would be in blocks of eight adjacent channels on the low-frequency ends of each of the present shortwave broadcast bands.

This arrangement was chosen so that stations within the United States would have control of adjacent channel interference. The RTPB plan recommended retaining the basic general plan that is now in use for wartime operation of international broadcast facilities whereby all frequencies are pooled between East and West Coast transmitters in order to make the most efficient use of each frequency for the greatest number of U. S. international stations.

A plan of worldwide coverage was proposed that would serve the greater part of the land areas of the world from the East and West Coasts of the United States by the use of 26 (consisting of 13 pairs) of the 36 existing transmitters now operating in the Psychological Warfare Service. The remaining 10 transmitters would be used as standby units for frequency changes, or for parallel operation on the same frequency to obtain greater effective power. RTPB, Panel 8, proposed use by all U. S. international broadcast stations of the maximum power obtainable, and a minimum power requirement of 50 kw.

Commission Proposal

The Commission proposes the following allocation for international broadcasting on a worldwide basis: 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,300 kc; 17,700-17,900 kc; 21,500-21,700 kc.

The above is the present allocation for the 6.1, 9.6 and 11.8 mc bands. In order to make all bands the same width, 50 kc have been deleted from the 15.2 mc band and 100 kc have been added to the 17.8 mc band consisting of 50 kc on each end of the present band. The present 21 mc band has been narrowed 100 kc by the deletion of 50 kc from each end.

One band above 25 mc has heretofore been allocated for international broadcasting. This is the band from 25,600 to 26,600 kc. This band appears to be useful only during the maximum of the 11-year sunspot cycles. Few, if any, receivers able to cover this band are in the hands of the public. Little U. S. international broadcasting has ever been carried on over these frequencies and little regularly scheduled international broadcasting, if any, by other nations.

The propagation characteristics of the 25 mc region are not such as to make it useful for long-distance service which must be maintained over long periods of time. It appears better suited to low-power intermittent services which can tolerate small amounts of intermittent interference. For these reasons the Commission is discontinuing the 25 mc international broadcast band. It is the opinion of the Commission that discontinuing this band will in no way handicap international broadcasting, a service of great significance with respect to both U. S. policy and international amity.

In regard to the RTPB's proposal of assigning a block of eight channels for U. S. international broadcast stations on the low end of each of the proposed bands, the Commission in conjunction with the State Dept. will make efforts to secure this arrangement in international conferences hereafter. In any event, the Commission will make every effort in an international conference to obtain an equitable share of frequency assignments for U. S. international broadcasting.

In regard to the RTPB consideration of radio-type and facsimile transmission by international broadcast stations, the report indicated that simultaneous transmission of aural programs and radio-type or facsimile by methods of multiple modulation will degrade the service due to phase or hum modulation where selective fading is involved. Accordingly, the Commission does not propose to allow simultaneous transmission of radio-type or facsimile with program transmission by means of multiple modulation at this time.

However, if at a later date the objectionable technical features of this mode of transmission are overcome, the Commission will give further consideration to authorizing such operation. In regard to the use of radio-type or facsimile on international broadcast stations for broadcast purposes during non-listening hours, the Commission will consider amending its rules to allow such operation in special cases where a showing is made for the need of the operation.

AMATEUR

THE FREQUENCY BANDS below 25 mc presently allocated to the amateur service are listed in Exhibit 147. They are as follows: 1,750-2,050 kc; 3,500-4,000 kc; 7,000-7,300 kc; 14,000-14,400 kc.

At the hearing, the American Radio Relay League requested that the amateurs be permitted to retain these bands and in addition it requested the assignment of the band 21,000-22,000 kc.

The bands 3,500 to 4,000, 7,000 to 7,300, and 14,000 to 14,400 kc are being retained for amateur use. The 300 kc band between 1,750 and 2,050 kc is being deleted. In lieu thereof, the Commission is making provision for amateurs to operate a disaster communications network in the band 1,605 to 1,800 kc. The exact width of this frequency band and its location within the range 1,605 to 1,800 kc is undetermined at this time.

In addition, the Commission proposes to assign the 500 kc band between 21,000 and 21,500 kc to the amateurs. The Commission is unable to allocate the 500 kc between 21,500 and 22,000 as requested by the American Radio Relay League because a portion of these 500 kc are necessary in order to provide for international broadcasting in the band 21,500 to 21,700 kc and the remainder was allocated to fixed.

In summary, the allocations which the Commission proposes to make for the amateurs below 25 mc are as follows:

1605-1800 kc. (This band is assigned to Government and non-Government police, aviation, relay broadcast, special Alaskan and disaster communication, including amateur disaster networks); 3,500-4,000 kc; 7,000-7,300 kc; 14,000-14,400 kc; 21,000-21,500 kc.

OTHER BROADCAST SERVICES

(*Relay, ST, Satellite Control, Developmental and Experimental.*)

OF THE SEVERAL services included under this category, only the relay broadcast service requested allocations below 25 mc.

Twelve frequencies are now allocated for relay broadcast below 25 mc and these are arranged in groups of 4 each, as shown in the following tabulation. The number of authorizations out-

(*Continued on page 28*)

Hooper says there are no pins left standing when your advertising dollars start rolling for strikes via WSIX. During the two-year period ending in January, WSIX's all-day listening average increased 81.5%! This rich Middle-Tennessee market is booming as never before. And WSIX—with the most day-time listeners, the top shows of both the Blue and Mutual Networks and a low unit cost in a market with over a million potential buyers who believe in spending—is ready to work for you.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5000 WATTS—980 K.C.

KRNT's GENE EMERALD SHOW IS RIDING HIGH!

THE GENE EMERALD SHOW has 38% of the Des Moines Audience, Monday thru Saturday 3:30 to 5:00 P. M.

'Gene Emerald Show' Ratings

Monday Thru Saturday

3:30 to 3:45 P.M.....5.8
3:45 to 4:00 P.M.....6.6
4:00 to 4:15 P.M.....5.6
4:15 to 4:30 P.M.....5.5
4:30 to 4:45 P.M.....6.0
4:45 to 5:00 P.M.....6.7

Robert S. Conlan & Associates' Survey April 2 thru April 8, 1945

● Many radio experts said . . . "You can't buck the established format of late afternoon 'soap operas'." Maybe so . . . some radio stations do sit back on their 'transmitting haunches' and say that listening habits are as deeply embedded as a 400-karat diamond hidden in an African mine.

But . . . KRNT ***thought different*** . . . and the figures at the left prove that KRNT ***thought right.*** The Gene Emerald Show, (3:30 to 5:00 P. M. daily) brought a welcome change of afternoon programming to Iowa listeners. ***A change that pleases.*** He sings, with Dayse Mae at the organ . . . he knows how to knit his singing together with top-notch recordings spun by 'Patti, His Gal Friday' . . . Betty Wells gives news headlines on the half hour . . . celebrities, war heroes and many other interesting persons appear regularly to make the Gene Emerald Show an hour and a half of down-right good listening.

Gene Emerald is in tune with the pulse of this market. He continues to talk before three and four social and service clubs each week about his overseas USO experiences . . . he is in constant demand as an entertainer. His sponsors have learned that Gene Emerald is the most merchandisable personality in Iowa.

There's activity on the Gene Emerald Show . . . and activity that is responded to by Iowa listeners. There are still a few . . . but very few . . . available minutes and quarter hours. **CALL KRNT . . . or your *nearest* Katz Agency *office right away.*** Sponsor demand for this program is active, too . . . so hurry.

NEW YORK HAS MARTIN BLOCK . . . .
WASHINGTON, D. C., HAS ARTHUR GODREY .
and DES MOINES HAS GENE EMERALD

KRNT

THE COWLES STATION FOR DES MOINES

Represented by the Katz Agency

(*Continued from page 26*)

standing as of Oct. 1, 1944, is indicated in parenthesis.

Group A—1622, 2058, 2150, 2790 kc. (110).
Group B—1606, 2074, 2102, 2758 kc. (82).
Group C—1646, 2090. 2190, 2830 kc. (69).

In relay broadcast allocation, one group, including all four frequencies, is assigned to each station (Tr. 3669-3671; Ex. 428).

Panel 4 of RTPB recommended that all of the above frequencies be retained for relay broadcast and that assignments be made in blocks in order to avoid interference from other services (Tr. 3685). Exhibit 156 submitted by Panel 4 of RTPB includes a report of a committee in which it is proposed that 20 channels, 10 kc wide, be provided in four blocks of five channels each, in the range between 1600 and 3000 kilocycles.

It is not possible at this time to propose definite allocations for relay broadcasting below 25 mc. However, in the light of the testimony indicating a continuing need for relay pickup frequencies having transmission characteristics suitable for operation over comparatively long distances, it is proposed to make provision for the service, on a shared basis in the following ranges of frequencies. The number and width of the channels will be left for future determination.

1605-1800 kc; 2100-2250 kc; 2250-2300 kc; 2700-2850 kc.

Allocations Text

Following is text of the FCC order designating oral argument for June 20 in proposed allocations below 25 mc.

In the Matter of Allocation of Frequencies to the Various Classes of Non-Governmental Services in the Radio Spectrum from 10 kc to 30,000,000 kc. Docket No. 6651

ORDER

WHEREAS, the Commission has this day approved and issued a "Report of Proposed Allocations Below 25,000 kc"; and

WHEREAS, the Commission is of the opinion that public interest would be served by giving all interested persons an opportunity to appear before the Commission at an early date and argue why the Commission should order allocations different from those set forth in the "Report of Proposed Allocations Below 25,000 kc", or otherwise object to or comment on said report, or to adduce additional evidence that has been developed since the close of the hearing on Nov. 2, 1944:

NOW, THEREFORE, IT IS ORDERED, this 21st day of May 1945 that all persons desiring an opportunity to appear before the Commission and to argue why the Commission should order allocations different from those set forth in the "Report of Proposed Allocations Below 25,000 kc" or otherwise object to or comment on said report, or to adduce additional evidence that has been developed since the close of the hearing on Nov. 2, 1944, should file a written request with the Commission on or before June 6, 1945. If any such requests are filed, oral argument and further hearing will be held before the Commission en banc beginning June 20, 1945 at 10:30 a.m. All persons who have filed their requests to be heard in such oral argument shall file with the Commission on or before June 13, 1945, 25 copies of a brief or of any exhibits proposed to be introduced at the oral argument.

IT IS FURTHER ORDERED that copies of the "Report of Proposed Allocations Below 25,000 kc" shall be sent to all persons who appeared in the above proceedings, to the Interdepartment Radio Advisory Committee, and to the Dept. of State.

Seek New York TV

NEW commercial television station on Channel 10 (182-192 mc) is sought for New York in a new application filed with the FCC by Palmer K. Leberman, owner of KRSC Seattle, and Lois G. Leberman. Station would have effective signal radiation of 3960 for visual and 2820 aural. Comdr. Leberman is now serving with the Navy.

Stettinius Praises Radio's War Role

Sees Medium as Potent Force In Winning the Peace

SECRETARY OF STATE Edward R. Stettinius sees in radio the vehicle for making the homes of the world into "one great, common living room for the family of nations", according to a letter he wrote to John Salt, North American Director of the British Broadcasting Corp., in connection with a survey by the BBC on radio's contribution to the war effort [BROADCASTING, May 21].

Mr. Stettinius wrote:

The organization for the maintenance of peace being created in San Francisco will be only as enduring as the understanding in the minds and hearts of the men and women of the United Nations. At the present time, the will to work together toward a common goal has been strengthened tremendously by the ordeal of war. During times of adversity and suffering, those who labor in a common cause need no compelling force to bring about a meeting of minds for the common good. But when there is a peace again throughout the world, there will exist an urgent need for a continuation of the spiritual unity which enabled the United Nations to produce the miracle of victory. Nations like individuals, can be good friends for practical business reasons but when nations are good friends because people know and like each other, we shall be approaching an era when the four freedoms will be a reality.

Radio is making a great contribution to the winning of the war. Radio and television have an even greater obligation to the future in the winning of the peace. The homes of the world must be made into one great, common living room for the family of nations. The challenge is a great one, but I am certain that the men and women responsible for the functioning of this great medium of communication are equal to the task.

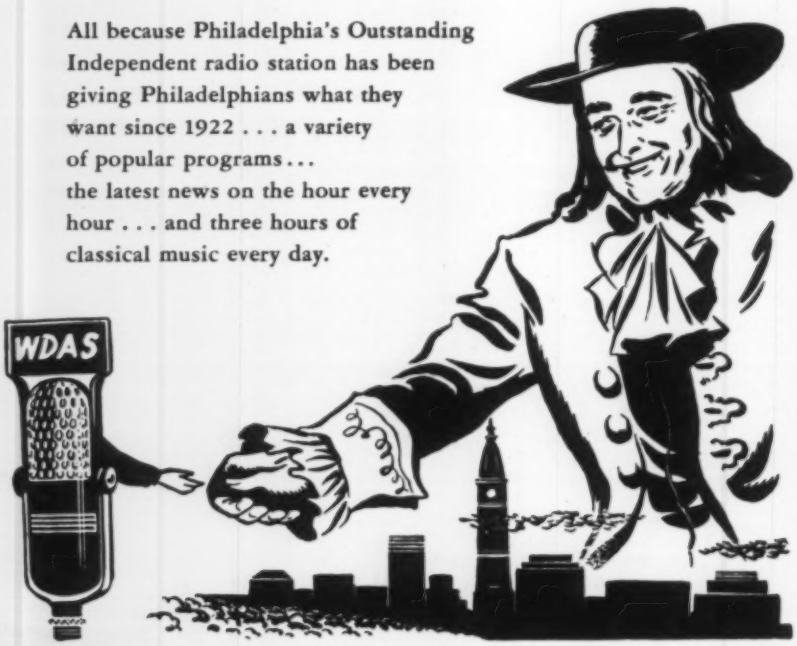
Announcers Anonymous

BBC announcers, identified by name during the war, will lapse into anonimity now that all danger from invasion is past. The practice of an announcer giving his name began in 1940 when BBC started the practice so that the British public would learn to trust the announcers' voices that they knew and to prevent enemy radio sending on the same wave length false information during an invasion attempt.

Loyalty... in Philadelphia

WDAS Audiences Have Been LOYAL For More Than Twenty Years

All because Philadelphia's Outstanding Independent radio station has been giving Philadelphians what they want since 1922 . . . a variety of popular programs... the latest news on the hour every hour . . . and three hours of classical music every day.



With "Loyalty" like this, it's no wonder 78 percent of this station's sponsors renew regularly.

FOR AIR CHECK SERVICE "AS OTHERS HEAR IT"

TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

first

In War!

■ This year, Dr. William Wallace Youngson, retired Superintendent of the Portland District of the Methodist Church, returned to the KGW microphone to deliver another Easter Sunday sermon, completing a 23-year cycle of public service religious broadcasting from KGW to the people of the Pacific Northwest.

first

first

In Peace!

■ On Easter Sunday, 23 years ago, KGW broadcast the FIRST Easter Sunday sermon ever heard by radio in the Pacific Northwest. On that occasion, also, the sermon was given by Dr. Youngson as a non-commercial public-service feature.

in Audience Influence

■ In Peace or War, in recreation, education or religion, KGW has foreseen and answered the needs, tastes and desires of the people of the area it serves. Twenty-three years of such progressive public service has kept KGW constantly FIRST in the minds of its vast and loyal audience.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

FM does it

with *triple* the tone range

to bring new program brilliance to your listeners

In the range of tone from low to high, a present-day AM broadcast system reproduces the values of tone from approximately 100 to 5,000 vibrations per second. Compare this range with that of an FM broadcast system which is capable of reproducing *all values of tone from 50 to 15,000 vibrations per second*—a range that matches the ability of the normal ear to hear! Within this extended range provided by FM is ample room for all the highs and all the lows of natural sound. Here is space for the vital lacework of overtones that gives sound its "natural color"—that enables the listener to distinguish the piano from the banjo, the oboe from the flute, each voice and instrument from all others.

Nor are these values lost in the FM broadcast receiver. Here each tone and overtone is clearly heard against a background of silence, for FM does away with background noise that normally masks AM reception, particularly at low sound levels. Each crescendo reaches its true value, for an FM receiver is designed to handle without distortion the entire range of sound intensities from the softest whisper to the swell of the full concert orchestra.

FM gives broadcasting "natural-color" reception. To your audience this means fuller program enjoyment. To you, this means stimulated audience interest and improved service to your advertisers.

When you plan your FM station make full use of General Electric's vast background of experience in the FM field. G.E. is the one radio manufacturer with experience in designing and building complete FM broadcast systems—from transmitters to receivers. G.E. has designed and built more FM broadcast transmitters than any other manufacturer. G.E. built the first FM home receivers and has furnished a large percentage of the half million now in use. Today, the six studio-transmitter FM relay links now operating in the 340-megacycle band are all G.E.—with thousands of hours of regular operation to their credit. And at Schenectady, G.E. operates its own FM proving-ground station, WGFM. For information on General Electric FM broadcast equipment, write *Electronics Department, General Electric, Schenectady 5, N. Y.*

AM *AM brings listeners only one-third the range of tone the ear can hear. Many tones and overtones are missing. Realism is lost.*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

180-D3-6814

FM *FM broadcasting brings listeners all the tones and overtones the ear can hear. Reproduction is true and natural.*

50 FM BROADCAST STATIONS ARE ON THE AIR; OVER 370 APPLICATIONS ARE PENDING

FM DOES IT—

- FM gives your audience programs with virtually no man-made *noise* or *static*.
- FM multiplies your effective *coverage* day and night.
- FM minimizes station *interference*.
- FM gives programs vivid naturalness with greater *dynamic sound range*.
- FM gives your programs truer realism with triple the *tone range*.
- FM contributes to the *economy* of your broadcast system.

Establish a priority on delivery of your FM equipment. Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.

Hear the G-E radio programs: "The World Today" news, Monday through Friday 6:45 p. m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p. m., EWT, NBC. "The G-E House Party," Monday through Friday 4 p. m., EWT, CBS.

The G-E pre-war 1,000-watt FM transmitter

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

NOW IT CAN BE SOLD!

A mass-market of *farmers*, for luxury equipment—not so long ago that would have sounded like a pipe-dream! But today such a market's ready and waiting for the signal to *spend!* Iowa's *bursting* with prosperity!

Some figures in proof? Well, in 1943 the *average* farm income here was $7,672. Last year it was at least 20% more—exceeded $8,000. This year and next, what with the demand for full-scale, all-out farm production, the total will be anybody's guess!

More than any other station in our area, KMA has the ear of Ameria's No. 1 Farm Market. KMA has a deep knowledge of its listeners' preferences—gives them what they *want* in news, farm markets and entertainment (and that's *not* jive music nor Times Square wit). Specializing in *farm* material, we present it *ALL—as spoken by Iowans.* Our policies have their sure reward: more than twice the number of listener-letters received by any nearby station!

There's more to KMA's *different* story. Let us shoot it to you—or ask Free & Peters!

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

Col. Schechter Wins Legion of Merit For Organizing Pacific Broadcasting

AWARD OF the Legion of Merit to Lt. Col. A. A. Schechter, radio chief on the public relations staff at Gen. Douglas MacArthur's headquarters, for "invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting" in the Pacific campaign, was announced last week in Manila. Col. Schechter, who recently returned to Manila following a brief mission in the United States, is the former director of news and special events of NBC and after the war began served both with OWI and with Army Air Forces public relations in Washington.

The decoration, awarded in Gen. MacArthur's behalf by his public relations chief, Brig. Gen. L. A. Diller, in the presence of more than 50 war correspondents, carried this citation:

"For invaluable service in accomplishment of the extremely difficult task of planning and organizing radio broadcasting in new and untried territory which extended over vast area of land and sea. By his enthusiasm, exceptional ability and expert knowledge of radio, gained in long service with the radio industry, he contributed materially to the outstanding success of radio from combat zones in the Philippine Island campaign."

Col. Schechter, it is expected, shortly will return to this country and request inactive status. He has not announced his future plans. He has been assigned to the Pacific theatre since August, 1944, and was largely responsible for the radio ship *Apache*, which established both press and code communications from the war theater to this country.

SEASONAL AUDIENCE ANALYZED BY CAB

ALTHOUGH fewer families listen to radio programs in the summer than in the winter, the number of listeners in each family through the week is greater, according to a comparison of audience composition for July 1944 and January 1945 issued last week by the Co-operative Analysis of Broadcasting.

Except in the late afternoon periods, the greater size of the daytime audience is attributed to more child listeners during the vacation period. Male listeners during the summer equal or exceed those during the winter for every quarter-hour between 3 and 6 p.m., probably due to the baseball broadcasts. Of 22 daytime serials covered in both reports, 15 had more listeners per listening home in July than in January, four showed no change and three were lower in the summer. Of the six weekend daytime programs covered, three had more listeners per family in July, one showed no change and two had more in January. Nighttime family audiences reverse the picture, with winter ahead of summer.

Mennen Spots

MENNEN Co., Newark, N. J., will use spot radio for Quinsana, foot powder, as part of an expanded summer advertising schedule. Details are being worked out by H. M. Kiesewetter Adv., New York.

Net Racing Plans

WITH reopening of the nation's tracks, networks and stations last week were busy working out their racing broadcast schedules with the NBC season lineup virtually completed. Clem McCarthy, NBC's turf expert, was to open the network's racing series May 26 with a broadcast of Excelsior Handicap from Jamaica, 4 p.m., with Bob Stanton handling color. CBS was to start its racing programs Saturday with Ted Husing and Jimmy Dolan broadcasting from the Kentucky Derby trials, 5:30-5:45 p.m. Husing probably will describe the Kentucky Derby June 9, but no further racing broadcasts had been set by the network. Plans were being studied for Mutual's racing coverage.

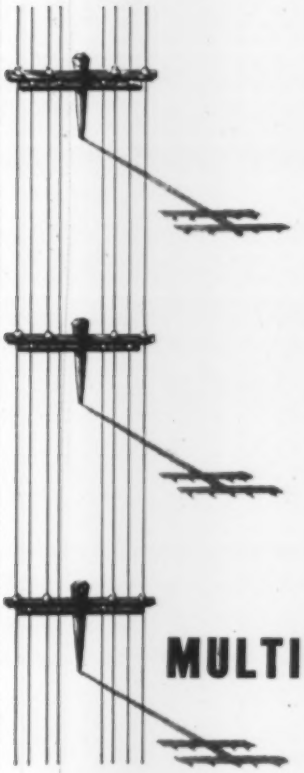
WHO

is "Listened-To Most" in 79 of Iowa's 99 Counties!

(in 80 counties, nighttime)

50,000 Watts · Des Moines

Free & Peters, Representatives



THESE
20
W S M
YEARS

MULTIPLY IT BY FIVE MILLION

If you can figure out a factor to represent the twenty-year difference among people who now have things they didn't have—such as electricity in the home, energizing appliances from toasters to milkers—you can multiply that factor by five million people, all of whom listen some of the time, and some of whom listen all of the time to WSM . . .

WSM
NASHVILLE

THE STATION THAT HAS FRIENDS WHEREVER IT GOES

HARRY STONE, *Gen. Mgr.*
DEAN R. UPSON, *Comm. Mgr.*
EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

NBC WAR BOOK
Action Highlights Listed As Heard by Listeners

A MAP of Europe, with a crimson brush-marked X marking the one-time Nazi realm, makes up the front cover of a book telling the story of the last 338 days of the German war, issued by NBC less than two weeks after V-E Day. The 52-page book largely consists of photographs of the progress of the liberation of Europe. The text is made up of quotes from the broadcasts of NBC newsmen. NBC describes it as "a record of the highlight military actions that culminated in the unconditional surrender of the Third Reich—as NBC listeners heard it from June 5, 1944, through May 8, 1945."

RCA COMMUNICATIONS Inc., which restored its direct circuit to the Netherlands for government and press messages March 5, last week opened the circuit for personal and "non-transactional" commercial messages.

Raytheon Additions

RAYTHEON Mfg. Co. has elected five new members to the board of directors following recent merger with Belmont Radio Corp. New directors are: P. S. Billings, former president of Belmont; Harold C. Mattes, vice-president of Belmont in charge of engineering and production; Joseph Pierson, manager of Raytheon's communication division; Emmons Bryant Jr., New York manager of N. A. Woodworth Co., Detroit; George L. Langreth, special consultant to Raytheon.

New Shortwave Tube

ESPECIALLY for use in high power, high frequency broadcasting and FM broadcasting, Federal Telephone & Radio Corp. is manufacturing what is claimed to be the most powerful high frequency tube with an output of 200 kw. It is water cooled and incorporates a low inductance grid lead with a very complete shielding between filament and plate.

Juan de Jara Almonte

JUAN DE JARA ALMONTE, 65, assistant to Niles Trammell, NBC president, died May 12 of a heart condition. Burial service was held at Nyack, N. Y., last Wednesday. A former newspaperman, Mr. Almonte joined NBC in 1927 as a member of the sales department, serving successively as night sales representative, night general manager, and finally assistant to the president. Before joining NBC, he served with Marconi Co. and later became South American representative of a telegraph agency. Of Mr. Almonte, NBC's vice-president, Roy C. Witmer once said "After hours he was practically the National Broadcasting Company."

STEPHEN M. COREY, consultant in education to the Encyclopaedia Brittanica and professor of educational psychology at Chicago U., has been named host of "The Human Adventure", Mutual program sponsored by Revere Copper & Brass Inc., New York. He replaces Walter Yust, who will devote full time to his duties as editor of the Brittanica and allied publications.

NEW American Broadcasting Co. (Blue) microphone is unveiled by Chester J. LaRoche, vice-chairman, at trade luncheon in New York at the Waldorf-Astoria. As of June 15 network drops "Blue" designation.

SCHOOL OF AIR HAS LARGEST AUDIENCE

CBS, REVIEWING the *American School of the Air* series at the close of its 15th year of operation this spring, reports the program reached the largest domestic audience in history, and expanded internationally to serve listeners outside the United States and Canada. Four of the five programs aired each week were rebroadcast to Latin America, by the Office of Inter-American Affairs United Network, and all five were transmitted by the OWI to schools in Australia and New Zealand. In addition certain programs were broadcast by Armed Forces Radio Service over 400 stations and sound systems, and in general and hospital stations as part of the Surgeon General's reconditioning program.

Series, which resumes again this fall after a summer lay-off, presented 150 different programs, each rebroadcast the same day, required a staff of 9 directors, 831 actors and 45 script writers, CBS reports. Some 100 CBS and 20 CBC stations carried the program.

We all like to watch a Magician do his tricks... we occasionally like to be fooled. BUT NOT WHEN BUYING TIME. We resort to no tricks here at WBIG in obtaining results from "The Magic Circle." It's based on years of solid performance – knowing HOW to do a JOB... and DOING IT! Investigate the Number One Station in the SOUTH'S NUMBER ONE MARKET.

MAGIC CIRCLE OF 50 MILES

EDNEY RIDGE, DIRECTOR

WBIG

GREENSBORO, N. C.

THE PRESTIGE STATION OF THE CAROLINAS

5000 WATTS DAY AND NIGHT

One Of America's Finer Stations

WBOC

FIRST CHOICE
90.2%
PRIMARY AREA
RADIO HOMES

JOHN W. DOWNING, Pres.
CHARLES J. TRUITT, Mgr.

RADIO PARK • SALISBURY, MD.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

of the 5 stations in Cincinnati

WSAI

is

TOPS

in the morning

	WSAI	B	C	D	E
Morning Index Mon. thru Fri. 8 a.m. - 12 noon	**26.8**	23.5	22.8	18.1	8.7

C. E. Hooper Report, Cincinnati
December, '44 through April, '45

BASIC BLUE NETWORK

WSAI

CINCINNATI 2, OHIO

Represented by Paul H. Raymer Co. Inc.

World on the

● **NBC Newsroom goes into action** after days of constant alert . . . and the official word speeds across the whole country. NBC's International Division, operating closely with OWI and OIAA, spreads victory ne in eight languages, helps inform peoples and U.S. fighting men abro

● **NBC newsmen in the Pacific** send back reactions of Armed Forces there to victory in Europe . . . are already reporting the intensified battle of the East, now the scene of undivided Allied action in the war against Japan.

● **NBC's television station, WNBT,** begins first full-day broadcasting. Cameras set up at Times Square, and elsewhere, to record crowd reactions. Television view watch throngs from Broadway marquee . . . actually see NBC commentators bro casting from studios . . . view historic scenes of war . . . and special progra

eAir . . .

ON MAY 8, stirring news, inspiring victory programs—and sober reports on the war *not* yet finished went out on the NBC air.

By sound radio, by television and short wave, audiences heard and *saw* the historic day unfold. NBC covered the global story completely — accurately, speedily and graphically.

...THE RIGHT MEN AT THE RIGHT PLACES AT THE RIGHT TIME

WILLIAM F. BROOKS
Director of NBC News and Special Events

Stanley Richardson PARIS

John MacVane GERMANY

Edwin Hooker GERMANY

David Anderson GERMANY

Wright Bryan PARIS

W. W. Chaplin PARIS

Chester Morrison LONDON

Bjorn Bjornson GERMANY

Paul Archinard PARIS

Roy Porter PARIS

Grant Parr ROME

Robert Magidoff MOSCOW

● **NBC alters its regular broadcasts,** presents a full day and night of special distinctive programming to mark the occasion. Typical is the stirring music of Arturo Toscanini, Lauritz Melchior, Artur Rubinstein, Fritz Kreisler and Helen Traubel.

● **NBC's illustrated documentation** of 337 days—the march of events since D-Day as heard over the network—is available on request, while the supply lasts.

* * *

NBC has brought to America the end of but one conflict—from inside the shell of the vanquished Third Reich—from excited cities and busy factories of the victorious Allies—and from grim Pacific outposts where May 8 was simply another fighting day in the war. NBC's news coverage goes on from front lines of the war—as it will from the front lines of peace.

National Broadcasting Company

America's No. 1 Network

1945—*RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!*

A Service of Radio Corporation of America

Assistance Given Armed Forces Radio Draws Commendation From Col. Lewis

EDITOR BROADCASTING:

I was just reading your editorial, "They Want It With" in the April 30 issue of BROADCASTING.

There isn't anything that you could have done at this time that could be more helpful to us in the simple job of getting radio to troops. We are so dependent upon the industry for the material to give the men.

The American radio industry *is* the Armed Forces Radio Service and vice versa. If we can just put that thought across we will retain the privilege of taking these programs off the air and decommercializing them, adding pertinent Army and Navy material, and thus sustain this service to troops as long as it is necessary to sustain it.

You are a good friend to us and to our mission of bringing radio to troops. That mission could not be successful without the constant help of all phases of the industry, including BROADCASTING.

THOMAS H. A. LEWIS,
Colonel, AUS
Commandant
Armed Forces Radio Service,
Los Angeles.

Hennafoam Expands

HENNAFOAM Corp., New York, is using spot announcements on WNEW WAAT and WIBG and a participation three times weekly on WNEW. Radio advertising is expected to increase as distribution of the Hennafoam shampoo expands to a national basis. Agency is Arthur Rosenberg Co., New York.

DOWN UNDER, a small kangaroo and a small WAC get together. Kangaroo is a Wallaby; WAC is Sgt. Jessie Stearns, widely known as "Wee Wac", with the Armed Forces Radio Service, Information & Education Division, in the Netherlands West Indies. She was formerly a member of the staff of KYA San Francisco and also was at WLS in Chicago and KQW in San Jose, Cal.

TRUMAN TO WORK OUT TIME PROBLEM

EXPRESSING the opinion that legislation by individual states returning to standard time is illegal in view of the national War Time Act, Rep. Starkey (D-Minn.), disclosed last week that President Truman is attempting to reach a solution to the disruption caused when several states, including Minnesota, returned to standard time.

Rep. Starkey didn't say what action the Chief Executive would take, but he made it plain that disrupted broadcasting schedules came in for discussion during a conference with the President. He also expressed the conviction that the country will remain on war time until after Japan is defeated. President Truman, he added, hopes to "work out a solution to the best interests of all concerned without clashing with the States".

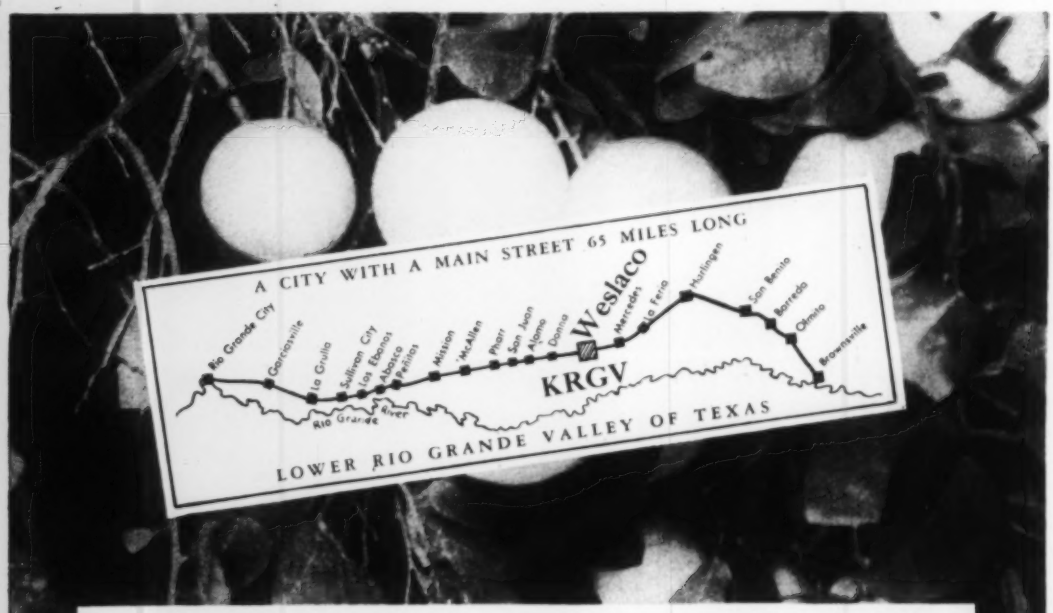
Several bills to repeal war time are pending in committees of both the Senate and House, with little likelihood of any action until the war ends.

Coast Campaign

MILANI FOODS Inc., Chicago (1890 French Dressing), in a 52-week campaign designed to cover Northern California markets, in mid-May started a varied spot announcement schedule on seven stations in that area. List includes KFRC KGO KPO KJBS KROY KXOA KFBK. In addition firm has renewed spot schedule on KMPC KFAC KFMB KECA, and is also sponsoring a daily quarter-hour live program, *Ethel & Albert*, on latter station. Agency is Garfield & Guild, San Francisco.

Tornado Hits WHOP

A TORNADO wrecked the antenna of WHOP Hopkinsville, Ky. on Tuesday, May 15, taking the station off the air for two days. The engineering staff worked 48 hours with the light, gas, and telephone companies in setting up two 70 ft. towers. The station returned to the air at 4:45 Thursday with an inverted "L" type antenna. New tower will go into operation around June 1.



KRGV PLAYS TO JUICY BUYING POWER OF MAGIC EMPIRE

By a JUICY buying power, we mean KRGV's 165 million dollar effective income, most of which comes from citrus fruits and fresh vegetables—a PERMANENT INDUSTRY. The income per capita is over $650.00, which means "Valley" folks have plenty of money to spend, if you'll ask them over KRGV.

AFFILIATED NATIONAL BROADCASTING COMPANY AND LONE STAR CHAIN

1290 ON THE DIAL
KRGV
WESLACO TEXAS
THE MAGIC EMPIRE OF THE RIO GRANDE

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

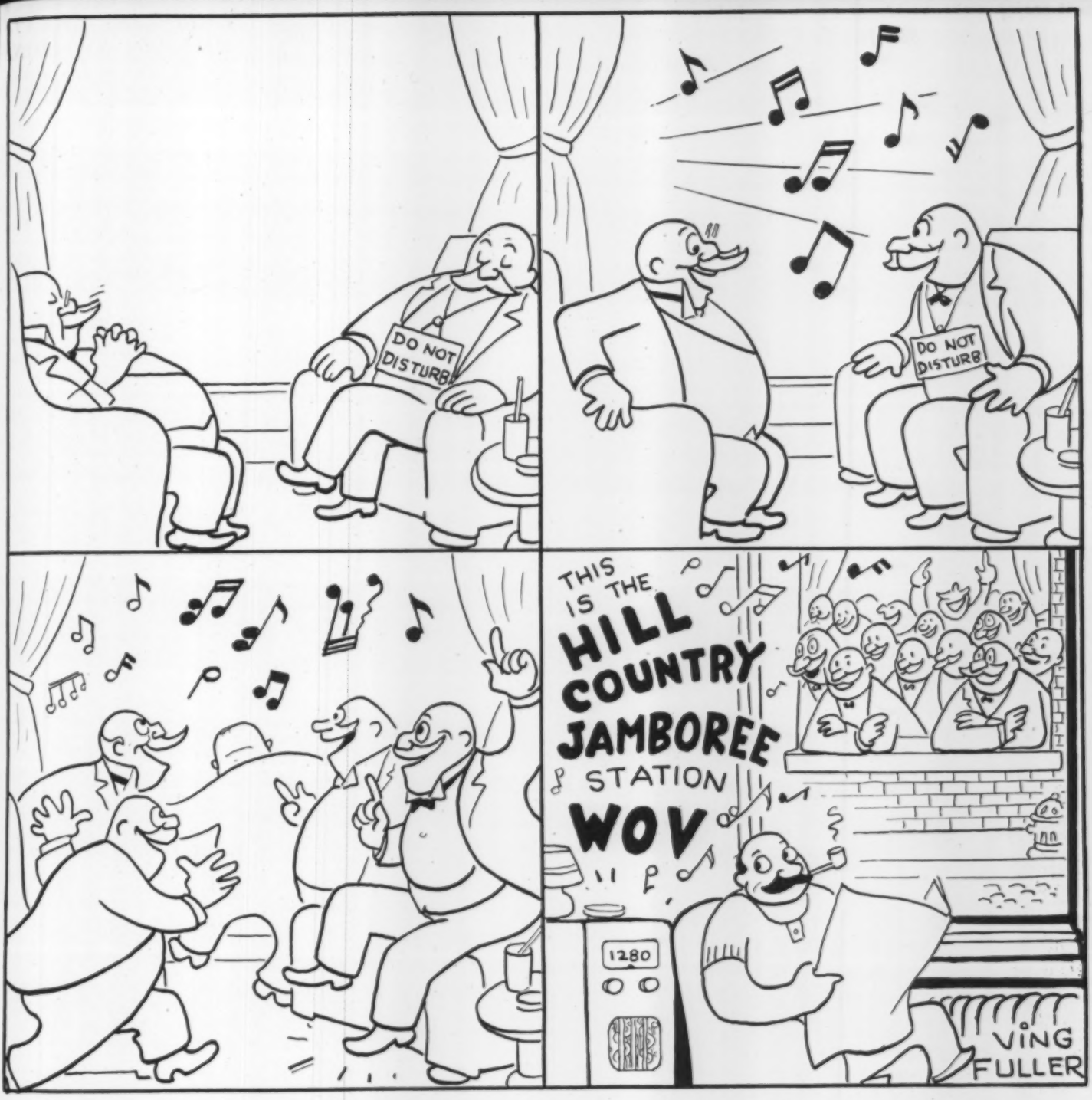
AP

KSLM, Salem, Oregon

". . . I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."

Glenn McCormick
General Manager

available through
PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N.Y.



WOV'S HILL BILLIES HAVE MADE A BIG HIT IN NEW YORK

HIGH brow? Maybe not. But the Hill Country Jamboree on WOV nightly, Monday through Saturday, has struck a responsive cord with metropolitan New York's radio listeners. And the experience of present sponsors indicates that the large audience that makes it a regular habit to tune in this popular program is made up of people who are buyers as well as listeners. A few participating periods are available, three or six days a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

RADIO COUNCIL HAS THIRD ANNUAL MEET

WITH the theme "Radio's Widening Horizons", the third annual conference of the Northeastern Radio Council was held in Schenectady Friday evening at WRGB, General Electric television station, and on Saturday morning in the Hotel Van Curler. Part of the conference program was televised and broadcast.

Talks by a number of prominent educators present were televised plus a production by the Yale School of Drama. An entertainment spot was furnished by the Blue network. Other subjects on the agenda were a panel discussion on the San Francisco Conference by local high school students broadcast over WGY and a discussion of the panel by an adult board of critics.

Lt. Johnson on Leave

LT. COL. TOM JOHNSON, former commercial manager of Oklahoma Network and KTOK Oklahoma City, for nearly five years on active Army duty with the Army Motion Picture Service, last week was placed on terminal leave subject to honorable discharge Sept 6. He has not announced future plans but is expected to return to radio. Organizer of the Overseas Motion Picture Service and of the extensive operations placed in the European theater, Col. Johnson served two separate tours overseas while still attached officially to Army headquarters in Washington.

ARTHUR GODFREY through his WABC New York program has called another meeting, at New York's blood donor units June 15, of the GAPSALS (member of the Give-a-Pint-and-Save-a-Life Society).

TABLES TURNED for these two when Lt. Col. George H. McBride, (r) formerly on the engineering staff of WTOC Savannah and later WGST Atlanta, pinned captain's bars on Capt. Dale Drake, who was assistant manager of Mutual affiliate WRR Dallas. Both are now at a Photographic Reconnaissance Unit in the Philippines.

TEMPORARY GRANTS FOR 67 STATIONS

SIXTY-SEVEN more stations were placed on temporary licenses by the FCC last week and 36 others, already on temporary, were continued without regular licenses. Expiration date for both groups is Aug. 1. (See FCC decisions, page 82 for list.)

Of 75 stations with licenses expiring June 1, only five were granted regular licenses for the period ending Feb. 1, 1947, when the new three-year term begins for those operating on the 1340 kc local channel. A total of 67 were placed on temporary because license applications have not been renewed. No decision was announced in the other three.

Of the 36 already on temporary license, two are clear channel stations, six regional and the remainder local. One regional has been on temporary since Aug. 1. The others have been operating under temporary licenses for variable periods, the latest since May 1.

Although the Commission issued no statement as to whether the temporary licenses had anything to do with its new commercial-vs-sustaining-program renewal policy, it was understood that last week's actions were due to failure to process all applications and to review them all. Three stations, which have been on temporary licenses, were granted regular renewals as follows: WRAL Raleigh, N. C., to Aug. 1, 1946; WMRO Aurora, Ill., to Nov. 1, 1945; WLDS Jacksonville, Ill., to May 1, 1948. One other station, WBIR Knoxville, was granted a renewal on a 60-day temporary basis.

Tums Replacement

LEWIS-HOWE Co., St. Louis (Tums), on July 2 replaces *Here Comes Elmer* on CBS stations with *Marlin Hurt & Beulah*, Mon. 9-9:30 p.m. (EWT). Besides Mr. Hurt, who will portray himself, Beulah and Beulah's boy-friend, Carol Stewart has been signed as featured vocalist. Roche, Williams & Cleary services Tums account.

UNA MAE CARLISLE

According to the late Fats Waller, Una Mae is one of the best female swing pianists in the business. And as a band leader, singer and composer she is equally adept.
Her career began at the age of 15 when Fats Waller engaged her on WLW. One notable success in New York, and she went on to stardom. Una Mae has recorded hundreds of songs, among them many of her own, including "Walkin' by the River" and "I See A Million People."

WALKIN' BY THE RIVER I MET YOU THEN	Bl. 11033
THERE'LL BE SOME CHANGES MADE	Bl. 11096
I SEE A MILLION PEOPLE	Bl. 11181
IT AIN'T LIKE THAT CITY CALLED HEAVEN	Bl. 11271
SWEET TALK SO LONG SHORTY	Bl. 11507

Consult your BMI DISC DATA for complete listings of BMI-Licensed titles recorded by Miss Carlisle and other noted vocalists and bandleaders.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

GENTLEMEN, THERE IS NO SECOND!

THIS remark stemmed from a horserace in which the favorite so outclassed the field that it was actually no contest. Of course there is no literal truth to the statement—yet it expresses an idea of superiority equally applicable to horses, people or radio stations. The leader is often so far in front that he is in a class by himself.

An excellent example of such superiority is Station WSYR and the comedy programs it brings to the radio homes of Central New York. The impartial, authoritative, C.P.A.-certified 1945 Syracuse Area Radio Leadership Study* showed that of the ten radio comedians mentioned in the poll as the most popular, nine are heard regularly over WSYR. And they took the *first nine* positions, leaving only the tenth position to a program aired over another station.

Today comedy is the great safety valve for war-jangled emotions and in the comedy field WSYR is truly in a class by itself.

Bob Hope, Jack Benny, Fibber McGee and Molly, Eddie Cantor, Joan Davis, Charlie McCarthy, Abbott and Costello, Gildersleeve, Bob Burns—that is the roll-call of comedy stars who have given WSYR leadership among all stations in the Syracuse area. No wonder WSYR leads the second station of the area by 2 to 1 in nighttime listening audience. Yet comedy is *only one* among many factors contributing to the overwhelming preference for WSYR shown by the radio-wise listeners of its area.

This proven prestige, expressed by the listeners themselves, makes WSYR the most valuable radio buy in upstate New York. You can do no better, when considering how best to reach the rich, substantial central New York market, than to think FIRST of WSYR.

*Copies of study on request

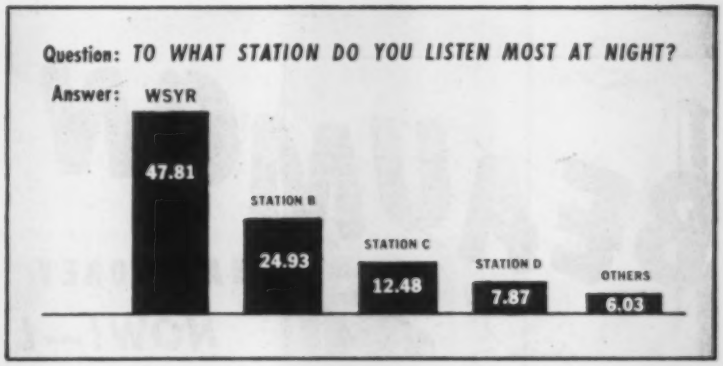
A SQUARE DEAL STATION

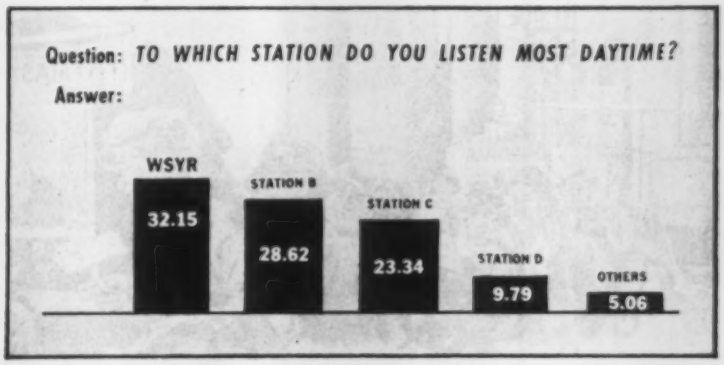
Invest in the United States
★ *Buy War Bonds* ★

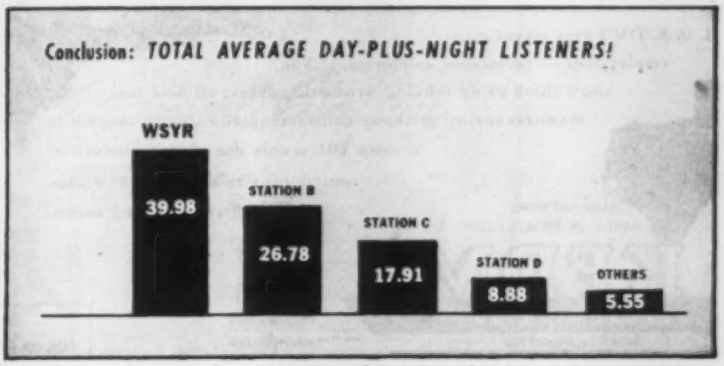
Representatives: Paul H. Raymer Company

WSYR SYRACUSE
570 KC
5000 W

Associated with WTRY, WELI, WKNE







Above charts show results of recent survey of "most listened to stations in Syracuse area."

FREE installation of push-button tabs on receivers in Toronto has been organized by CJBC in conjunction with ten Toronto radio service firms. CJBC is using newspaper and radio spot announcements to advertise its service. Dealers have been supplied with sets of tabs for all stations heard in the Toronto area, to be installed on listeners' sets without charge. Each listener whose set has been changed is sent a time-table card on which favorite evening programs throughout the week can be listed.

Beattie Cited

W. R. BEATTIE, WRC Washington garden expert, has been cited by Grover Hill, Under Secretary of Agriculture and Assistant War Food Administrator, for "contributing immeasurably to the nation's food supply". Station will run its Annual Victory Garden Contest through the summer months, sponsored jointly with Jelleff's department store. Beattie's sponsor.

WHBQ Wins, Didn't Enter

WHBQ Memphis mailing piece points out that station won a special award for radio program promotion in a contest "we didn't even enter". Contest was Mutual's Kid Show Promotion Contest and WHBQ was chosen among top 35 of 174 stations competing.

PROMOTION

WAPI Brochure

"WE owe our achievement to three things," says brochure published by WAPI Birmingham—"our program makers, our programs, our sponsors." Pictures of personnel and shows are carried plus list of network, local and national sponsors.

WOL Thanks Advertisers

WOL Washington has mailed a folder offering "Our Thanks to . . ." 29 advertisers who have added 87 commercial quarter hours in new business to the station's weekly schedule.

Promotion Card

PHOTOGRAPHS of some of the promotion pieces for WEAF New York viewed by visitors to NBC studios in New York are featured in a one-sheet presentation, "Station Identification", offered to all studio tourists.

WNAX Farmer Brochure

WNAX Yankton, S. D., starting promotion for "Midwest Farmer Day" to be Sept. 3 this year, has issued a brochure on picture story of Mr. and Mrs. Anton M. Ettesvold, of Morris, Minn., who visited Washington as Mr. and Mrs. Midwest Farmer of 1944.

WKBZ Bus Cards

WKBZ Muskegon, Mich. has placed 28-inch red, white and blue signs in Muskegon busses to promote baseball games carried by the station.

Co-op Program Folder

BLUE cooperative program department has issued a brochure on "Headline Edition", quarter-hour news dramatization heard five-weekly. Folder is six pages, three colors, explaining the program's format and listing personalities.

WBS Brochure

WORLD BROADCASTING SYSTEM, New York, is distributing to all U. S. stations a brochure on "The Lonesome Train" 25-minute recorded musical legend about Abraham Lincoln's funeral train. Produced by Norman Corwin and aired on 100 stations on the occasion of Lincoln's birthday earlier this year, the program is being suggested for use on Decoration Day, May 30.

WFBL Survey

WFBL Syracuse, N. Y., has published a booklet showing the results of its offer to listeners of the WFBL "Cookbook of the Stars" and the results of a subsequent survey connected with the cookbook. Survey was confined to the station's primary coverage.

Courtesy Award

AWARD of a $25 War Bond is made by KTUC Tucson, Ariz., each week to the city's most courteous salesperson. Choice is made by a secret shopper and presentation is broadcast each Sunday 2:25 p.m.

KCKN Invitation

KCKN Kansas City invitation to its first birthday party held May 4 was adorned by a miniature pink birthday candle.

Promotion Personnel

JAMES L. McDOWELL, FCC lawyer handling broadcast station transfers for 10 years, is to join KPRO Riverside, Cal., July 1 as public relations director. Mr. McDowell was formerly field attorney of the FCC and prior to that served two terms as district attorney in Illinois and as deputy U. S. district attorney in Cook County, Chicago, where he prosecuted Al Capone and Samuel Insull.

CONNIE MARTIN, former assistant to CBS press chief **GEORGE CRANDALL**, has been named assistant trade news editor, working with **LEO MISCHKIN**, trade news chief.

ROBERT VESEL, former night news editor of WWVA Wheeling, W. Va. has joined the Blue Network publicity department, assigned to the night desk with **GEORGE FLEMING**.

EDWARD McCANDISH is new member of the promotion department of WHEB Portsmouth, N. H.

RALPH VARNUM, former merchandising and promotion director of KFBI Wichita, Kan., has been named director of promotion and research of the "Wichita Eagle".

JOEL MURCOTT has joined Blue Hollywood publicity staff, succeeding **CHET BROWER**, who shifted to N. W. Ayer & Son as assistant to **JEAN McFARLAND**, West Coast publicity director.

BOB WARD, publicity director of WJJD Chicago, is the father of a girl born May 15.

NEW book by Richard Hubbell, production manager and television consultant of the broadcasting division of the Crosley Corp., was published May 10 by Murray Hill Books Inc., technical division of Farrar & Rinehart, New York. Titled "Television Programming and Production", the book describes significant television production methods in the U. S. and England and lays down fundamental principles of video production. Mr. Hubbell is also author of "4,000 Years of Television", published in 1942 by Putnam.

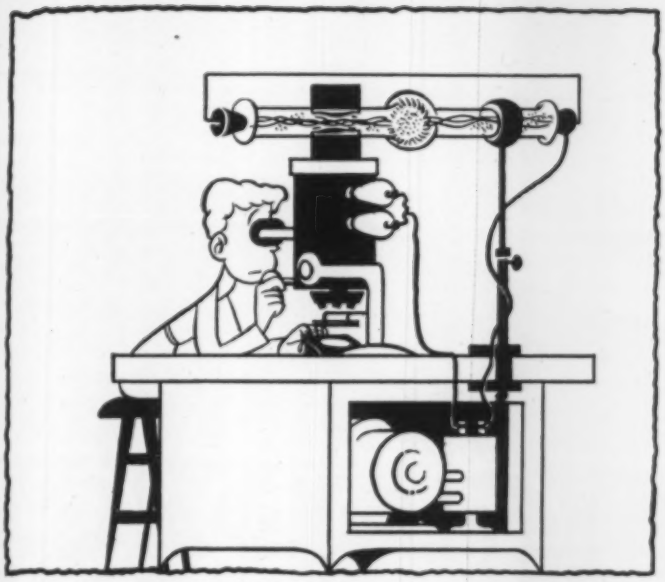
BEAUMONT HAS MONEY TO SPEND NOW!—LATER!

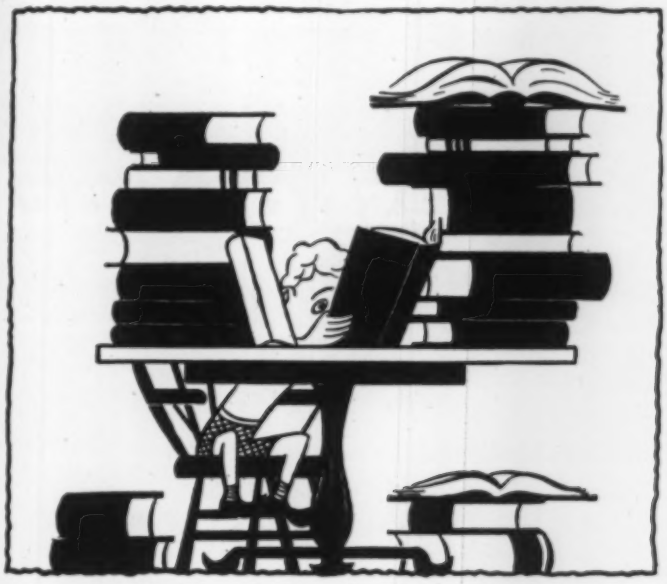
OIL in KFDM'S area means mass employment — permanent employment. You can't think of oil refining, synthetic rubber, oil field tool manufacturing without considering the steady income it creates. OIL is only one of many industries contributing to KFDM'S 585 million dollar *effective buying income market.*

BLUE NETWORK
AMERICAN BROADCASTING CO., INC
KFDM
BEAUMONT, TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED SABINE AREA
"Magnetized . . . drawing people and industries from other sections!

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

KOIN
Originality!
THE KOIN MILLION DOLLAR CLUB
—pledged to Victory!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.





Little Elmer says: "Not much searching is necessary to ascertain that WGN is the leader in local and national spot business among Chicago's major stations."

A Clear Channel Station

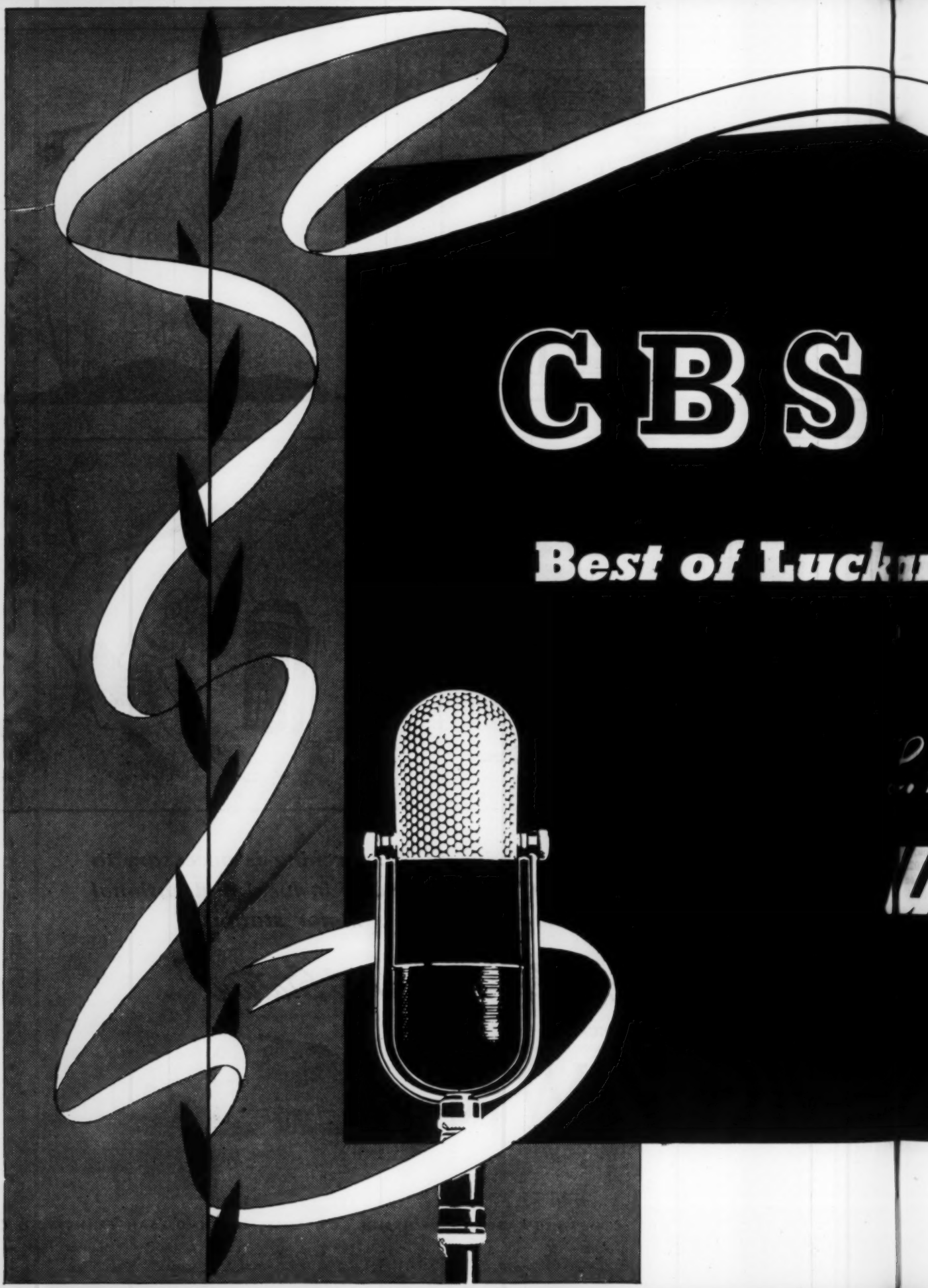
CHICAGO 11 ILLINOIS

50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 EAST 42nd STREET,
NEW YORK 17, N. Y. • WEST COAST: EDWARD S. TOWNSEND CO., RUSS BUILDING, SAN FRANCISCO, CALIF.


CBS
Best of Luck

WKRC

kand Every Good Wish...

L. B. Wilson

KUCKY

Editorial

One Code, One Price

WITHOUT fanfare or fuss came an event last week which exemplifies efficient Government in action. Byron Price, Director of Censorship, issued a revised Code of Wartime Practices. A single code for the first time covers both radio and press, on equal footing.

This sensible Government administrator who built up one of the hardest-hitting wartime agencies in the early weeks of the war, just as diligently and quietly began the process of taking it down. He was ready, when the bells tolled V-E Day, with the revised code, which used only about one-fourth the space consumed by the initial separate code for radio. The program sections of the separate code which imposed special restraints on broadcasters were discarded.

It demonstrates, thus, not only the sagacity of Mr. Price as a tape-cutting, tradition-be-damned administrator, but reveals his adult attitude toward working radio. The new, streamlined document emphasizes the similarity of problems faced by both news-gathering media.

Broadcasters therefore may thank the former executive editor of the Associated Press not only for recognizing their ability to handle voluntary censorship but for saluting their medium as a front-rank news force.

This is a far cry from the days when Washington radio men had to struggle for recognition in the galleries of Congress, at the White House and before Government agencies.

NAB Presidential Timber

IN THESE arduous times, it is understandable why the NAB is having trouble in obtaining an outstanding personality for the full time presidency of the association—radio's topmost post.

The NAB board at its meeting in Omaha earlier this month found itself constrained to name another Presidential selection committee. The one-year draft term of interim President J. Harold Ryan terminates July 1 and he is committed to return to his Fort Industry Co. station headquarters in Toledo. An effort to draft Paul W. Morency, able general manager of WTIC Hartford, for another interim term proved futile. The board, until the war's end, wanted another practical broadcaster who could carry on in the Ryan tradition.

The new committee, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Cowles Broadcasting Co., has unusually broad powers. It is authorized to select an "operating head" for the association. It's deadline appears to be July 1, when President Ryan locks up his desk.

The Committee may not be able to select a permanent head immediately. There is divided judgment, too, as to the type of man who should become the national radio spokesman. One group of broadcasters prefers a national public figure, one who probably wouldn't be versed in radio but of such commanding stature that he would enjoy respect in the highest places. Another substantial segment prefers a practical broadcaster, thoroughly conversant with radio and one who, by dint of ability and his newly acquired status, would achieve national standing and recognition.

We are inclined to the latter view. Radio has developed men who could well qualify for the NAB post. They are the very men who have helped develop radio. Several of these best prospects—we can think of two now—saw fit to enter the military services in wartime and may not be available this month or next. But they will be back. Perhaps, because of radio's important function in wartime, the military command involved could be induced to release such a figure from active service to enable him to accept the NAB call.

We know the new Craven committee will do a thorough job in its search for the Ryan successor. We trust it won't overlook those possible appointees now in war service.

Prudent Course

THERE ARE mixed reactions to the failure of the FCC, after months of consideration, finally to allocate broadcast services in the high frequencies. Where FM will find its ultimate haven is still in suspense. Actually final judgment on television is deferred, too, though manufacturers now are in a position at least to begin designing equipment for lower bands.

Naturally, manufacturers and those broadcasters interested in getting under way on new operations are chafing. They want quick action. And it's only natural that they want it *their* way.

Except for the purely economic factors, we see no reason for a rush. Nothing is more important than getting the allocations right. Moreover, the War Production Board has advised the FCC that there is no need for hurry since there will be no equipment until fall or possibly next spring. Some vagaries in the high-frequency range reach the height of their season during the summer. Observations of these interferences should be available before FM is assigned a definite place.

The allocations constitute only a small part of the job ahead, albeit the basic one. There are the regulations and standards covering FM, television, facsimile and other broadcast-related services to be established. These will constitute the rules of the game. In FM, for example, there's the vital question of whether service shall be allocated along the lines of existing AM coverage, that is to three classes of stations, as now provided, or whether there shall be the single-market plan of identical facilities espoused by CBS. The latter method would make for uniform coverage and equal competition, where management and programming ability would become the only factors in establishing the merits of competitive stations.

Then there's the question of whether FCC will allow AM broadcasters to transmit identical programs over their FM adjuncts until FM acquires sufficient audience to stand on its own legs and warrants a separate rate for time. There's also the basic factor of duopoly on which the FCC likewise has been silent. Will ownership of an FM and an AM station in the same community eventually be construed as duopoly? Broadcasters have a right to know.

All these factors require scrutiny by those who aspire to enter into these new services.

Our Respects To -

EDWARD EVERETT HILL

KINGPIN of the station which this year knocked down two of radio's major awards—the Peabody and duPont—is Ted Hill, managing director of WTAG, 5,000 w CBS affiliate in Worcester, Mass.

Ted believes radio has a substantial public service job. Application of that belief has lifted WTAG out of the ranks to win top honors for contribution to the welfare of the community.

But the manager of the station which has set a new high by copping two of the industry's awards in one year as a result of its "Worcester and the World" project, sees the accolades as a greater stimulus to similar public service efforts in the future.

The building of the station from a little-known outlet to its present position follows a pattern similar to the life of the man who steers its course so keenly.

Edward Everett Hill was born in Lynn, Mass., Sept. 18, 1892, and attended public schools there until he moved to New York 15 years later. In Manhattan his interest in wireless was aroused. Neighbors called him "the young Edison" when he began building sending and receiving sets. One was of such high caliber that it was accepted by a wireless school for use in classroom study.

But radio was still an avocation and Ted went to work for an export company where he worked himself up to the post of sales manager, traveling over Europe and other parts of the world for the firm. From 1917 to 1922 he ran his own company in Boston. Then followed several years in the securities business.

In 1927 Ted's long interest in radio was reawakened and he abandoned a secure position to join WLOE, now WMEX Boston, as a salesman and was soon taking his turn at announcing, programming and filling-in in other capacities.

Two years later he went to WORC Worcester as an announcer. He was soon handling programming and production and then managerial duties. He sought and obtained a CBS franchise for the station while it was still a local outlet, one of the first cases where this had happened.

In December 1938 he became WTAG's new managing director. When he took over, the 1,000 w station had a staff of 18. Within a year new members were added and expansion plans made for the outlet which is owned and operated by the *Worcester Telegram* and *The Evening Gazette*.

Within a period of six years WTAG was

(*Continued on page 48*)

Edward Petry & Company, inc.

Announces

The Appointment of

Matthew N. Chappell, Ph. D.

and

Alfred Politz

as

Consultants, Directing Radio Research

Effective June 1, 1945

x

BILL HERSON
Every WEEKDAY MORNING
6 to 9 a.m.

first
CHOICE
of
Washington
Agencies!

When local advertisers place one minute announcements Bill Herson's program, 6:00 to 9:00 A.M. every weekday, leads the second station (and personality) by better than two to one.

Local preference makes Herson your No. 1 spot buy.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

MANAGEMENT

F. M. RUSSELL, Washington vice-president of NBC, returned to his office last week after an absence of a fortnight occasioned by a respiratory illness which resulted in a slight virus pneumonia infection.

LT. JAMES E. MOORE, former secretary to the vice-president-treasurer of WFBL Syracuse, **R. G. SOULE**, has been transferred from New Guinea to the Philippines, where he is brigade adjutant and brigade personnel officer of his company.

BILLY S. HODGES Jr. is new manager of WGTC Greenville, N. C.

GLENN D. GILLETT, consulting radio engineer of Washington and former station owner, has been assigned to new duty as an operations analyst with the XXI Bomber Command of the 20th Air Force in the mid-Pacific. Virtually since the war's onset, Mr. Gillett has been identified with the military as a civilian communications expert and until recently was headquartered at the New London, Conn., submarine base, from which he shuttled to the war theaters.

DR. MAX JORDAN, NBC director of religious programs, now abroad on special assignment in connection with NBC's news broadcasts, has been accepted by International Mark Twain Society of St. Louis, Mo., for honorary membership, in recognition of his contributions to literature.

C. E. ARNEY Jr., secretary-treasurer of the NAB, continued to the West Coast on NAB business following the board of directors' meeting in Omaha May 16-17. He will return to Washington headquarters June 11.

CY NEWMAN, program director of WSSV Petersburg, Va., has been named assistant manager in charge of station operations. He continues as head of the program department.

C. WORTHINGTON MINER, manager of CBS television, and his wife, niece of James F. Byrnes, celebrated V-E Day with a bottle of champagne straight from Marshal Joseph Stalin's wine cellar. Former mobilization director received the bottle while at the Yalta Conference—presented it to his niece on his return to the U. S.

Our Respects to

(Continued from page 46)

equipped with modern studio and broadcasting facilities, its power was increased to 5,000 w and its personnel to more than 50. Under the astute direction of Ted Hill it became one of the first stations to set up an experimental FM station, W1XTG, which last year received its commercial license as WTAG-FM. It also operates the city's only mobile relay broadcasting station, WBEE, and gives listeners direct shortwave coverage through the BBC.

Last October, Mr. Hill and his crew undertook the task of pioneering new paths for postwar radio. Through its series of United Nations weeks, in which all agencies of the city cooperated with the station to build understanding of America's Allies, the Worcester station and its far-sighted boss have shown that radio can play a vital role in determining the character of public opinion.

Ted married the former Estelle M. Stoddard and has two children, Virginia, 16, who wants to be an archeologist, and Doris, 29, who is married and runs a fruit farm. WTAG's manager likes to relax by boating or indulging in his hobby, photography. Pet snapshots remind him of faraway places he has visited. He is looking forward to the day when he can add more pictures of foreign spots to his photo files.

Even-tempered, soft-spoken, he has one violent dislike—cheese.

this is
WDOD
the
STATION
IN
Chattanooga
•
CBS
•
5,000 WATTS
DAY AND NIGHT

ACCORDING TO EVERY HOOPER the *outstanding* CHOICE OF CHATTANOOGA LISTENERS

PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES

COMMERCIAL

HENRY VISCARDI, former assistant special events and sports director of Mutual, is now eastern sales supervisor, post formerly held by **BARRY KEIT**, now MBS salesman.

JOHN LIVINGSTON, salesman of Wm. G. Rambeau Co., Chicago, resigned May 19.

RICHARD HESS, former manager of the report analysis division of the CBS research department, has been named supervisor of research of CBS-owned stations and Radio Sales. He replaces **CHARLES H. SMITH**, named market research counsel for CBS sales department, and who will act as liaison between CBS-owned stations, WAPI Birmingham, the Radio Sales offices and divisions of CBS research.

D. M. GREENE, for more than two years account executive, has been promoted to commercial manager of KQW San Francisco.

MARY ELLEN MAGUIRE has been promoted to traffic manager of KQW San Francisco, replacing **MARIE DURANT**, resigned.

EDWARD W. STEVENS, former salesman for J. P. McKinney & Son, Chicago station representative, has resigned.

FRANK J. McHUGH Jr., account executive of KGO San Francisco, has joined the Blue sales staff in San Francisco.

JACK BRUMBACK, formerly of KJBS San Francisco, has been appointed manager of CBS Radio Sales office in that city, succeeding Ole Morsby, now in the Navy.

CKSF Cornwall, Ont., has appointed Joseph Hershey McGillvra Inc., New York, as U. S. representative.

WILLIAM WRIGHT has been named Montreal representative for CKCO Ottawa.

DEAN B. McNEALY, released from the Army, has joined the San Francisco KGO-Blue sales staff.

PETE SCHOFIELD, formerly of CFAC Calgary, to CKWX Vancouver as account executive.

LOUIS LEPROHON, commercial manager of CKAC Montreal, has been appointed sales director of the newly formed cooperative representative organization of Quebec stations, all privately-owned except those in Montreal and Quebec City [BROADCASTING, Feb. 19]. He is replaced at CKAC by **GEORGES BOURASSA**, former manager of CKCH Hull, Que., and lately radio director of Harold F. Stanfield Ltd., Montreal agency. **ANDRE DAVELUY** has been appointed director of sales operation and service department of CKAC.

BEATRICE BURKE, junior estimator of CBS network sales, has her photo in all New York subways this month as "Miss Subways".

W. L. GLEESON, president of KPRO Riverside and San Bernardino, Calif., bought Riverside's oldest orange grove recently as a building site for television studios to be built as soon as restrictions are lifted.

"We ain't a-goin' t' argue, stranger—give us a right smart number o' them accident policies WFDF Flint's been a'tellin' us about."

★ WHEN PROPER EQUIPMENT FOR YOUR JOB IS AVAILABLE—USE IT. For full coverage of the rich Ark-La-Tex area, use KWKH—with its 50,000 watts—one station with the Selling Power in this diversified market.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

THIS MARKET'S A *Honey!*

A productive farming district combined with busy manufacturing and industrial plants have pushed retail sales well over $212,000,000

AND

WTAD dominates the Quincy Market with more listeners than all other stations in the area combined, according to the Hooper Station Listing, Fall, 1944.

Use WTAD and KGLO
Mason City, Iowa
A Natural Combination

WTAD

QUINCY *Illinois*

930 K.C. 1,000 Watts

CBS Affiliate
The Katz Agency, Rep.

A Lee STATION

PRODUCTION

ELEANOR INMAN, CBS director of religious broadcasts, left New York May 21 for Los Angeles on a five-week combined business and vacation trip. She is to confer with religious leaders on the West Coast, and serve this week as co-chairman of the Religious Radio Institute planned in Los Angeles in collaboration with Everett Parker, director of radio for the Congregational, Christian, Methodist and Presbyterian Churches.

HAROLD STOKES returns after a year and a half of retirement from radio to join the Blue central division as a producer.

DICK GRENIER, Pacific veteran, has been added to the WTRY Troy, N. Y., announcing staff.

DUDLEY MORRIS, chief announcer and promotion manager of KGBX Springfield, Mo., is the father of a boy.

LESLIE W. (Dave) SMITH, formerly with WSAZ Huntington, W. Va., to WPTF Raleigh, N. C., as announcer.

JOHNNIE SALLEE joins KWON Bartlesville, Okla., as announcer.

MARGARET ANN FRASER, formerly with WRVA Richmond, Va., to continuity staff of WHEB Portsmouth, N. H.

GEORGE L. SUTHERLAND, former newspaperman and sports announcer and most recently program director of WOL Washington, has joined WIP Philadelphia as production manager.

JACK BYRNE of the Blue, supervisor of "The Fighting AAF", has been named a civilian consultant to the War Dept.

SGT. BUD RICE, announcer of WHN and WNEW New York before entering the service, has been attached to AFRS for past year and a half, programming Army stations in Newfoundland. Now in New York announcing shortwave programs for the AFRS, he is to return to civilian status in a few months.

PAUL GUY, member of the production staff of CKAC Montreal, to CJCA Edmonton.

CAPT. FRANK LYNCH, released from the Canadian Army, has returned to CKLW Windsor-Detroit. While overseas he conducted a daily newscast for the troops on the Allied Expeditionary Forces program.

JOHN MacLEAN, WHEC Rochester announcer, is the father of a boy.

GENE ALLISON and **EDDIE RAASCH** have joined announcing staff of WAOV Vincennes, Ind.

ROBERT A. MORROW, ex-Marine, is program director at WJPR Greenville, Miss.

GENE ACKERLEY, formerly with KHJ Hollywood, to announcing staff of KSL Salt Lake City.

DICK WEBB has joined KGVO Missoula, Mont., as announcer.

PAT CRISTILLO, writer on NBC "Abbott & Costello Show", and Marty Kurtz are to be married in Sherman Oaks, Cal., June 26.

A. JACK BINGHAM, formerly of CKWX Vancouver, to the announcing staff of CBR Vancouver.

GEORGE BAUER, formerly of WMBD Peoria and KXOK St. Louis, to WGN Chicago as announcer.

JOHN MELVILLE has resigned as announcer and newscaster at WCBT Roanoke Rapids, N. C.

LEE HARTMAN, announcer, from WJPR Greenville to WROX Clarksdale, Miss.

BILL DOLLAHITE, former bookkeeper for WROX, has shifted to fulltime announcing.

RALPH HOWE, new to radio, has joined the announcing staff of WSPD Toledo.

ARCH OBOLER, producer-writer of "Arch Oboler's Plays" on Mutual, is the author of a book "Arch Oboler's Omnibus" to be published June 27. [Duell, Sloane & Pearce, New York, $2.50].

Kadderly to KGW

WALLACE L. KADDERLY, now the chief of radio service for the U. S. Dept. of Agriculture, Washington, will go to KGW Portland as director of farm programs July 1. Mr. Kadderly was born in Portland, attended Oregon State College and has held successive positions with the Oregon state extension service and was manager of KOAC Corvalis, state radio station, in 1932. From 1933 to 1937 he was western radio program director for the U. S. Dept. of Agriculture with headquarters in San Francisco.

Mr. Kadderly

Religious Book

AS AN AID to religious broadcasters, E. Jerry Walker, staff consultant on radio for the International Council of Religious Education, has written a guide book, *Religious Broadcasting*, published by the NAB. Book may be obtained free from the NAB.

LYMAN BRYSON, CBS director of education, has received the "four bomb" award from the Writers' War Board in recognition of his work as moderator of "People's Platform" and for his series of talks, "Problems of Peace".

CHARLES H. WHEDBEE is new program director of WGTC Greenville, N. C.

WILLIAM ELLWELL, former announcer of WMFF Plattsburg, N. Y., to program staff of WABC New York. **W. EDMOND CRAMER,** first in engineering research, then in personnel at CBS, has joined WABC as producer.

CAPT. FRANK KING, officer in charge of the New York Armed Forces Radio Service, left May 23 for two weeks in Los Angeles to discuss New York AFRS problems with officers of the West Coast branch.

ROGER WILLIAMS, holder of the WFBL Syracuse 1944 Radio Fellowship and announcer for past year, is returning to Atlanta, Ga. He will later enter Harvard U.

CLISBY ESKRIDGE, formerly with WSB Atlanta, to WHBQ Memphis continuity staff replacing MRS. J. FAIR RICE. **ALFRED KERR** is new WHBQ chief announcer.

SGT. DICK DUDLEY, former NBC New York and WSM Nashville announcer, has been named production manager of the American Forces Network in London for postwar services to occupation troops.

KQV

CAN PACK 'EM IN!

Said George V. Denny, "In Pittsburgh, Town Meeting of the Air's rating went two points above normal." The reason why is: KQV really cooperates with its advertisers.

ALLEGHENY BROADCASTING CORP.

National Representatives: SPOT SALES, INC.

WINN

LOUISVILLE

THE OUTSIDE* IS MIGHTY INTERESTING

on the Pacific Coast, too!

***Half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

YESSIR: the "outside" is mighty attractive on the Pacific Coast, but it's hard to get—unless you use Don Lee. Only Don Lee can give you complete coverage of the two equally-prosperous Pacific Coast markets—"outside" as well as "inside."

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 *strategically located stations* and broadcasts from within each of these moutain-surrounded markets.

If you want to know how the "outside" market listens, ask to see a copy of the special C. E. Hooper coincidental telephone survey of 276,019 calls (the largest of its kind ever made on the Pacific Coast). It shows that 60 to 100% of listeners in the "outside" market were tuned to Don Lee stations!

As for Don Lee's coverage of the "inside" market, regular Hooper reports reveal all of the shows that switched from any of the other 3 networks to Don Lee in 1944, received higher Hooper ratings within 13 weeks!

When you buy radio time on the Pacific Coast, be sure you cover both halves of this 8-billion-dollar-spending market. The only way you can do it is: Buy Don Lee!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

. . . it's got rhythm

The banjo is an outgrowth of the "bania" brought to America by West African slaves. The Africans in turn probably developed the bania from a type of guitar used by the Arabs when they overran West Africa. A rhythm instrument, rather than a melody or harmony device, the bania appealed strongly to the "swing" instincts of the American Negro slave.

The father of the banjo

Frank B. Converse, great American minstrel of the last century, was fascinated by the banjo used by the Southern Negroes. He improved upon it and introduced it in his minstrel turns—and became known as the father of the banjo. To this day, the banjo is as much a part of the minstrel as the end-men or "Mr. Bones."

The minstrel carried the banjo to all parts of the United States, and the rhythm of the instrument has become an effective accompaniment of many types of American folk music.

"Beat it out"

Although the banjo is a member of the guitar family, and has strings—5, 6, 7 or 9—it is actually used as a percussion instrument. Its distinctive "beat" adds much to the swing of "boogie-woogie" and Dixieland jazz.

The background-beat of the banjo adds much to the spirit of jazz. The best reproduction of its distinctive quality is obtained through:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

PROGRAMS

NOVEL coverage of a news event has been introduced by WOR New York. War Services Director Dave Driscoll, as he viewed the silent combat film on Japs attacking Franklin, aircraft carrier, last Thursday at Navy public relations headquarters in New York, gave a running account piped to WOR master control and recorded. Appropriate sound effects to coincide with explosions and plane zooming were dubbed and the disc was put on the air a quarter-hour after official Navy release of the story.

United Nations Homelife

HOME LIFE in United Nations countries before and during the war, and the rebuilding of home life after the war is subject of a "Home is What You Make It," summer series starting June 2 on NBC. Based on documentary material about each country, format of program has been prepared in cooperation with United Nations Information Service. Civic groups with a combined membership of 6,000,000 have pledged official support of the series. Through the information agencies of the countries writers were recruited for the second volume of the "Home is What You Make It" handbook for listeners.

Navy Air Series

NAVY-PRODUCED series of 26 half-hour evening programs depicting the activities and achievements of the Navy's air branch is to start on the Blue sometime this summer. Like the fighting AAF, Saturday afternoon Blue series produced by the Army Air Forces, the new series will be available for commercial sponsorship. Authorized by Rear Admiral H. B. Miller, new Navy public relations chief, the Navy air series will be produced by Lt. Arthur Kurlan of the radio section of Navy public relations.

New WPAT Series

IN ADDITION to "Welcome Home, Soldier," featuring interviews with returned veterans in the mess hall at Camp Kilmer, N. J., WPAT Paterson, N. J., now presents weekly quarter-hour from hospital wards at Camp Shanks, where wounded debarkees await transfers to hospitals near their homes. Program features interviews, community sing, skits by name personalities, and a dramatized version of the hospital's activities in caring for the wounded.

Museum on WNBT

AMERICAN Museum of Natural History has started a monthly telecast on WNBT, NBC television station in New York, combining dramatizations with discussions of scientific subjects, and using both live talent and films. First telecast, titled "Men of Science", featured half-hour film on the inside operations of the Museum and its various expeditions.

Street Interviews

PIVOTING on a daily question relevant to current events, a five-weekly quarter-hour walkie-talkie live interview series started on Blue Pacific stations on May 21. Don Norman, who conducted the similar man-in-the-street broadcasts in Chicago, is m.c. Blue has cleared official use of Walkie-Talkie title.

WIBG Swim Program

WIBG Philadelphia, impressed by the number of nonswimming service men, is offering a course of swimming programs Saturday 8:45 p.m. Conducted by Joseph H. (Chap) Rafferty, director of swimming and water sports at the Broadwood A. C., Philadelphia, program features discussion of swimming questions with coaches and instructors in city.

Milepost History

DRAMATIZING stories behind the historical markers along the highways and roads of North Carolina, new quarter-hour "Carolina Mileposts" series has been started Tuesday 6:45 p.m. by WPTF Raleigh. Program is broadcast from the radio workshop of the U. of North Carolina.

Swap Show

CLASSIFIED ads and swaps are featured on a new program on WROX Clarksdale, Miss. Program time is given by the station.

New WHIO Shows

WHIO Dayton started three new programs last week: "Luncheon at the Van Cleve", originating from a local hotel where guests are interviewed; series transcribed at the Municipal Airport where celebrities traveling on TWA planes are interviewed, and a dramatized resume of the two top news stories of the week called "This Week in Dayton".

Sports Sidelights

HUMAN interest stories about the sports world are featured in "Heartbeats in Sports", offered by Harry S. Goodman Radio Productions, New York, as a five-minute or quarter-hour transcribed series, with Tom Carr, sports announcer as narrator.

TECHNICAL

WILLIAM A. ACTON, formerly of the RCAF, has been appointed staff engineer in the engineering department of RCA International Division.

GORDON JONES has been appointed chief engineer of CKWS Kingston, Ont. He was previously assistant chief engineer of Toronto engineering office of Northern Broadcasting & Pub. Ltd.

MICHAEL TACHACH, formerly of WOR New York, has been added to the engineering staff of WPAT Paterson, N. J.

GEORGE WERNER, new to radio, joins the technical staff of WIBG Philadelphia.

CPL. JACK NEFF, who left WOL Washington engineering staff in 1943 to join the AAF, has returned to the station.

CHARLES (Chuck) OSTLER, WLS Chicago engineer, is the father of a girl born May 16.

CARL DIXON, WAOV Vincennes, Ind., technician, has entered the Navy. His name is 22d on the service roll. Normal staff is 11.

DAVID B. SMITH, director of research for Philco Corp. and **PALMER M. CRAIG,** chief engineer for the radio division, have been named chairman and secretary-treasurer of the Philadelphia section of the Institute of Radio Engineers.

FRANK H. McINTOSH, consulting radio engineer, is now located at 710 14th St. NW, Washington 5, D. C. Telephone Metropolitan 4477.

JACK FROST has been promoted in the WTAG Worcester engineering department to assistant to **ANDY BROWNING,** chief engineer.

STEVE STANLEY has been appointed chief engineer of WTRY Troy, N. Y., replacing **WALLY WHITMAN** who, with Engineer **FRANK BELASKA,** has joined the Navy.

ALLIED ARTS

FREDERIC W. ZIV Co., New York, production firm, has taken additional space at 501 Madison Ave., New York, and is enlarging its audition room.

HARRY S. GOODMAN, New York, radio productions, has signed a contract with **W. (Biggie) LEVIN,** owner of "Mystery House", for transcription rights to the program heard as a live half-hour show on WGN Chicago under sponsorship of Peter Hand Breweries. Recorded version is now available outside Chicago area.

ASSOCIATED MUSIC PUBLISHERS, New York, has added following new licensees: KBND KFFA KFMB KLPM KLX KTHT KROS WBOC WDNC WHKK WMRN WINX WSM-FM.

ASSOCIATED RADIO ARTISTS moves June 1 from Chicago to 19 E. 53d Street, New York.

MILDRED JAFFE, formerly with Century Artists Limited, actors agency, joined Mildred Fenton Productions, New York, all-feminine radio production firm.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

●

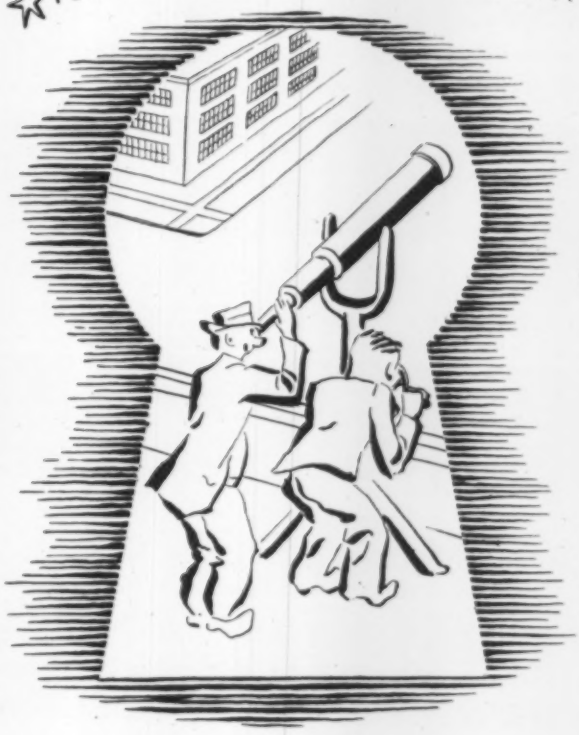
2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FEW STATIONS IN THE NATION . . . CAN EQUAL KOA's DOMINANCE!



SURE THEY'RE USING KOA!

IN DENVER KOA LEADS IN EVERY WAY

KOA LEADS THE WAY IN LISTENER LOYALTY!

By an overwhelming margin, between 59% and 79% of the radio families in seven of Colorado's largest cities named KOA as the station "listened to most" at night.

Between 74% and 91% of the radio families in Wyoming's four largest cities named KOA as the station "listened to most" at night.

In 6 Colorado and Wyoming cities KOA leads all other competing network stations.

Is it any wonder that KOA advertisers are often amazed at the sales results for their product or service by radio listeners in vast and wealthy KOA-Land? You should see for yourself.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68.8%

*NBC Survey "1077 Cities" **Ross-Federal Survey

FIRST in DENVER

KOA

NBC

50,000 watts 850 KC

REPRESENTED NATIONALLY BY **NBC** SPOT SALES

W-I-N-D
presents
Ted Weems
Sonny Thompson
Jimmy Dorsey
AMERICA'S OUTSTANDING BANDS
in person!
ALSO
24 HOUR NEWS SERVICE
AP • INS • UP
•
EXCLUSIVE
ALL CHICAGO CUBS BASEBALL BROADCASTS
AT HOME OR OUT OF TOWN
W-I-N-D
CHICAGO
5000 WATTS • 560 KC.
NEW YORK REPRESENTATIVE
JOHN E. PEARSON CO.

AGENCIES

MILLER MUNSON, former account executive of McCann-Erickson, Chicago, joins Erwin, Wasey & Co., Seattle, June 1 as vice-president in charge. Staff members include: **CHARLES K. WALDEN**, former advertising and merchandising manager for midwest division of Safeway Stores, sales promotion; **TED PARSONS**, art director; **THOMAS J. GRANT**, formerly with Ruthrauff & Ryan, New York, head of copy department. Office will handle Albers Milling Co., Seattle; Carnation Co., Milwaukee, (fresh milk and cream only) and other accounts.

FRANCIS VAN HARTESVELDT, for nine years in radio department of Young & Rubicam, has joined Needham, Louis & Brorby as assistant to **FRANK PITTMAN**, Hollywood manager.

ALENE BUTCHER, formerly of The Blow Co., Hollywood, has joined the Hollywood radio department of Foote, Cone & Belding.

GLENHALL TAYLOR, radio director-manager of Young & Rubicam, Hollywood, and Mrs. Barbara Farlander Spencer, were married in Las Vegas, Nev., May 21. Couple are now in New York for six weeks.

DON BERNARD, manager-producer of William Esty & Co., Hollywood, fractured his right arm in a fall from a ladder.

ERWIN, WASEY & Co., Seattle and Los Angeles, will adopt old name of Honig-Cooper Co. No change of service either on West Coast or in East.

DAVID HALE has been appointed radio director of the Buffalo office of Ellis Adv. Formerly with WRRN Warren, O., as program director, Mr. Hale will also act as radio coordinator for the Buffalo, New York and Toronto offices.

EVELYN ELAM, scriptwriter of "Dr. I. Q. Show" for Grant Adv., Chicago, May 12 was married to **JOHN JANSSEN**, radio director of Creamer-Krasselt Co., Milwaukee.

ADELE BJORK MATTSON, former space buyer of Foreign Advertising and Service Bureau, has joined Export Adv., New York, as manager of the media department. Duties will include time as well as space buying.

RICHARD CONNELLY, trade news editor of NBC, June 15 joins radio publicity department of Young & Rubicam, New York, reporting to **LESTER GOTTLIEB**, director. Mr. Connelly joined NBC press in December 1942, became WEAF publicity director in 1943 and trade editor last year.

FRED SCHMIDT of the research staff of Ivey & Ellington, New York, has been named manager of the statistical department.

LAURENCE SCHWAB Jr., former staff radio writer of J. Walter Thompson Co., New York, recently freelance, to radio department of Young & Rubicam, New York, to work on program production.

EDWARD BOZORTH, account executive, formerly of J. Walter Thompson Co., New York, to Fuller & Smith & Ross, New York, as executive in charge of Interchemical Corp. account.

JOHN KRIMSKY, contact executive of Buchanan & Co., is to shift from New York to Beverly Hills, Cal., to take over agency's film clients in new West Coast office. **S. W. (Buck) SINGER**, currently in Beverly Hills, returns to New York.

CHARLES F. CHAPLIN, producer of Hillman-Shane-Breyer, Los Angeles, has been named southern California radio chairman for Seventh War Loan drive.

ANFENGER ADV., St. Louis, was host to St. Louis advertising men at a trade showing of the televised commercial film "Lorraine" in the firm's newly enlarged radio quarters. Featuring shoes by Johansen Bros., St. Louis, film was made in Hollywood under direction of Anfenger.

New Ad Book

SCHWAB & BEATTY, New York, has just published a book titled *How to Write a Good Advertisement*. Small and compact, it graphically points out attention-getting secrets for printed and spoken copy alike. Divisions of the book include: Get attention, show people an advantage, prove it, persuade people to grasp this advantage, ask for action, and how to use all five factors together.

Wins St. Louis Award

ETHEL MURTHA HURLEY, copywriter of BBDO Los Angeles was given the Erma Proetz Award for best radio commercials by the St. Louis Women's Adv. Club on May 21. Miss Hurley won $100 War Bond and trip to St. Louis for CBS "This Is My Best", sponsored by Cresta Blanca Wine Co.

LEAL V. GRUNKE, serving as producer of "Voice of Prophecy" program for George C. Hoskin Assoc., has severed connection with the agency's Glendale, Cal., office. **DOROTHY STREETER** now represents agency in that city.

VEE HARDER, from Lennen & Mitchell, New York, to radio department of Olian Adv., Chicago.

JOHN G. KASTON, former assistant advertising manager of North American Phillips Co., has joined Hazard Adv., New York, as account executive.

WILLIAM JENKINS Adv., Philadelphia, has moved to 112 South 16th St. Telephone is LOcust 1309.

J. E. McDOUGALL has resigned as radio director of J. Walter Thompson Ltd., Montreal, and has joined Cockfield Brown & Co., Montreal, as account executive.

BILL HARWOOD, released from the Royal Canadian Navy, has joined Cockfield Brown & Co., Montreal. Before enlisting he was a partner in the production firm of Baudry-Harwood, Montreal.

CAPTAIN EUGENE ATELL, former assistant to **FREEMAN KEYES**, president of Russel M. Seeds Adv., Chicago, has been awarded the Bronze Star, Purple Heart, and the Oak Leaf Cluster. Capt. Axtell is in Germany.

RAY HUHTA, former media director of Bermingham, Castleman & Pierce, New York, has joined Fuller & Smith & Ross, New York, as assistant to media head.

NATHANIEL PORTER COLWELL, producer, salesman and researcher most recently associated with Joseph Hershey McGillvra Inc., has joined the radio department of Compton Adv., New York, as production supervisor.

WABD New York, the Allen B. DuMont video station, now on the air Tuesday, Wednesday and Sunday evenings, effective June 1 will drop Sunday programs in favor of Thursday night operations, for the convenience of advertising agencies handling television shows.

"Well, Reckon We'll Do It Again"

KSOO
SIOUX FALLS, SO. DAKOTA
1140 K C — 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

10,000 WATTS • DAY & NIGHT
We're Selling POWER That's Got SELLING POWER
NEWS SPORTS MUSIC
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
WIBG

First in Nation's War Production ... First in Peacetime OPPORTUNITY!

The Detroit Area Has Received [illegible] Dollars' Worth of War Contracts ... Providing A Huge Backlog of Workers' Savings for Peacetime Purchases

"Make no mistake about it . . . the light of Liberty was kept burning by the crucial and gigantic conversion job done by automotive Detroit," said the Newark Evening News in a recent advertisement.

"In the last two years, Detroit has produced war materials and essential civilian goods valued at approximately 20 billion dollars," according to a Detroit Board of Commerce Study.

Detroit workers, with their huge backlog of purchasing power, will make a mighty contribution toward your and America's peacetime prosperity. *Nearly TWO BILLION DOLLARS in War Bonds and bank savings* make this market your first consideration in postwar sales planning.

Remember these facts about Detroit. Remember, also, that WWJ is the favorite station of the people who control the purse strings in this great market.

NOW APPROACHING THE 25TH BIRTHDAY

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY

National Representatives

NBC Basic Network
Associate FM Station WENA
Television C.P. Pending

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

BORDEN Co., New York (dairy products), in a deal negotiated by Young & Rubicam, on Sept. 28 or Oct. 5 will start half-hour program featuring Ginny Simms, m.c.-vocalist, on CBS stations, Friday, 7:30-8 p.m. (EWT), with repeat, 6-6:30 p.m. (PWT). Packaged by Music Corp. of America, series is reportedly priced at $12,500 weekly. Format of Miss Simms' current NBC show, sponsored by Philip Morris & Co. will be retained, with weekly name guest comic to be added. Edgar (Cookie) Fairchild, musical director, it is expected, will shift to the new series.

BATAVIA Metal Products Co., Batavia, manufacturer of farm equipment, May 19 sponsored a special program 9-9:30 p.m. on 78 Blue stations emphasizing industry's role in the rehabilitation of returning servicemen.

BLACKHAWK Brewing Co., Davenport, Ia., July 2 for 52 weeks sponsors Neblett Radio Production package program "So the Story Goes", five-weekly on seven stations of Tall Corn Network: KBUR KBIZ KFJB KICD KVFD KROS KDTH, plus KSO, WOC and other Iowa stations not yet set. Firm also expects to begin spot campaign sometime in June. Agency is H. W. Kastor & Sons, Chicago.

WHITE Labs., Newark, N. J., for Feen-a-Mint and Chooz anti-acid gum is planning to use spot announcements in about five Latin American markets in the near future. Business will be placed through Export Adv., New York. Company is currently using few spots in Puerto Rico and Venezuela, bought locally.

RESINOL CHEMICAL Co., Baltimore, has resumed one-minute transcribed spots on WRC, WMAL Washington and WBAL WCAO Baltimore. Agency is Courtland D. Ferguson Inc., Baltimore.

MURINE Co., Chicago, renews May 13 for 39 weeks weekly five-minute newscast on WENR Chicago. Agency is BBDO, Chicago.

SPONSORS

ATLAS BREWING Co., Chicago (Atlas Prager Beer), started sponsorship May 14 of three-weekly quarter-hour series, on WMAQ Chicago featuring the Dinning Sisters until The Four Vagabonds, currently in New York on a bond tour, return to Chicago to become the regular talent on the program. Contract for 13 weeks placed through Olian Adv., Chicago.

VIRGINIA Conservation Commission has placed a radio schedule of one-minute transcriptions on stations in East, Midwest and South. Agency is Courtland D. Ferguson Inc., Richmond.

SANI-WAX Co., Oklahoma (cleansers, waxes), has placed its account with R. J. Potts, Calkins & Holden, Kansas City. Radio is said to be considered.

R. M. JORDAN & Co., New York (costume jewelry), has named Needham & Grohmann, New York, as agency. Plans for radio are said to be included.

WHITE TOWER Management Corp., Stamford, Conn. (White Tower Restaurants), has appointed Patjens Adv., New York, as agency. Radio plans are said to be considered.

MECHANICS SAVINGS BANK of Holyoke, Mass., is now sponsoring "Music for Sunday" on WHYN Holyoke, 1:15-1:30 p.m. Contract for 52 weeks placed direct. This brings to five total banks signed by WHYN and includes every bank in city.

GOLDEN WEST Brewing Co., Oakland, Cal., has placed its account with Knollin Adv., San Francisco.

MARSHALL & CLAMPETT, Los Angeles (used cars), adding to heavy local schedule on May 15 started nightly half-hour re-creations of California race track meets including Santa Anita, Del Mar, Hollywood Park and Bay Meadows on KMPC Hollywood. Smith, Bull & McCreery, Hollywood, has account.

W. HOWARD CHASE, former director of public services of General Mills, Minneapolis, on June 1 becomes director of public relations of General Foods Corp. **EDWIN B. DOOLEY** is director of public information for G-F.

NEWSWEEK MAGAZINE, New York, has shifted advertising from McCann-Erickson, New York, to John A. Cairns & Co., New York. Publication is interested in radio.

GULF OIL Corp., Pittsburgh, as part of its 16-week schedule promoting Gulf Spray insecticide on about 60 stations via "Songs of Jack Smith", May 22 started the transcribed series as a twice-weekly half-hour on WEAF New York. Agency is Young & Rubicam, New York.

CENTAUR Co., Rahway, N. J., division of Sterling Drug Inc., June 11 starts five participations weekly on Margaret Arlen, WABC New York, in a summer campaign for ZBT baby powder. Agency is Pedlar & Ryan, New York.

GAMBLE SKOGMO Inc., Minneapolis, has started a campaign including radio to promote auto supplies, hardware and radio appliances through BBDO, Minneapolis.

CLUB LENI, Newark (night club), has started six-weekly half-hour audience participation program on WAAT Newark following lifting of restrictions on this type of program. Night club clients participate in broadcasts, performing on different nights in a community sing, amateur show, quiz, guest star act, a "stunt night" and a "general store" night. Listeners are invited to submit material. Business placed direct.

E. FOUGERA & Co., New York, as part of spot radio schedule for Don Juan lipstick, has signed for three participations weekly on the Arthur Godfrey program on WABC New York beginning June 9, thru J. M. Korn & Co., Philadelphia.

DODDS MEDICINE Co., Toronto (Scoot insect spray), starts in June a summer spot campaign on a number of Canadian stations. Agency is A. J. Denne & Co., Toronto.

SISMAN SHOE Co., Aurora, Ont., has started spots on a number of Ontario stations. Agency is E. W. Reynolds & Co., Toronto.

TUCKETT'S Ltd., Hamilton, Ont. (tobacco), has started six weekly spots on a number of Canadian stations. Agency is MacLaren Adv. Co., Toronto.

GLASER, CRANDELL Co., Chicago (Derby Bar-b-Que sauce), on May 21 started indefinite spot campaign on KMBC KCMO WREN KFEQ. Agency, Earl Ludgin & Co., Chicago.

NEUMODE Hosiery Co., Chicago, May 19 started 52 week series "World Traveler With Frederick Babcock" on WGN Chicago, Saturday 7:15-7:30 p.m. Agency is George H. Hartman Co., Chicago.

(*Continued on page 58*)

They go together

KOCY
OKLAHOMA CITY

A MUTUAL STATION · Ask the Walker Co.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Represented by
RADIO REPS. INC.

AS CLEVELAND GOES...

SO GOES Tom Manning

"IT'S a knockout..it's a touchdown . ." Cleveland fans thrill and chill to the exciting voice of Tom (Red) Manning, Cleveland's *first* and only winner of the coveted Sporting News Golden Trophy. Tom Manning is *first* in sports in Cleveland, just as WTAM is Cleveland's *first* station in listening audience . . day and night. *First* in Program Popularity polls too. 34 of the top 50 Programs are on WTAM. Are you?

Joe Louis and Tom Manning
at XMAS FUND Boxing Show, Cleveland Arena

FIRST in CLEVELAND
WTAM
NBC
50,000 watts
Represented by NBC SPOT SALES

TOM MANNING
and the Cleveland Boxing Commission

HENRY ARMSTRONG *and* **TOM MANNING**
at the end of a tough session

TOM MANNING *with Lou Trudel and Les Cunningham of the Cleveland Barons*

"We always dress like this to listen to the WJW Barn Dance Jamboree!"

WJW's Barn Dance Jamboree crams 'em into Cleveland's Masonic Hall — has a terrific radio audience to boot. Here's a walloping variety package of western headliners that can do a great selling job in a market that counts!

BASIC Blue Network CLEVELAND, O.

WJW 850

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Magnetic Wire Recording

Wire Recordings from General Electric Models 50, 50A, 51 Rerecorded to Discs.

Write for complete details and prices.

L. S. TOOGOOD RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

(*Continued from page 56*)

GOLDBLATT BROS., Chicago (dept. store), is now using four quarter-hours a day, six-weekly on WGN Chicago. Programs tie in with merchandising and promotion plans of all 13 stores in Chicago area. Organization has named Schwimmer & Scott as agency.

GOTTENBERG Wine Co., Gottenberg, N. J., has appointed Emil Mogul Co., New York, as agency, and has started transcribed announcements on WPAT Paterson, N. J., for Royal State Wine with plans under consideration for additional use of radio.

FREDERIC W. ZIV Co., Cincinnati, new business on transcribed quarter-hour "Songs of Good Cheer" series includes: Peoples Store on WIND Chicago; Iroquois Beer Co. on WEBR Buffalo, thru Baldwin & Strachen, Buffalo; Brewing Corp. of America, Cleveland (Carling's Beer), on WSLB WHDL WMAN WMRN WSTV, thru Lang, Fisher & Stashower, Cleveland.

McKAY JEWELERS, Los Angeles (retail), on May 21 started quarter-hour transcribed "McKay Musical Memories" six-weekly on KMPC Hollywood. Contract is for 8 weeks. Holzer Adv., Los Angeles, has account.

INTERNATIONAL CHURCH of Four Square Gospel, Los Angeles, starting about mid-June will use a series of transcribed programs on stations in Alaska, Philippine Islands and Newfoundland. Western Adv. Agency, Los Angeles, has account.

KERR GLASS Mfg. Corp., Los Angeles (Mason jar caps and lids), in a heavy spot seasonal campaign started in May will use approximately 60 stations nationally. Agency is Raymond R. Morgan Co., Hollywood.

STATIONERS Corp., Los Angeles (stationery, office supplies), in a 52-week campaign started May 1 is using an approximate total of 20 spots weekly on KFI KECA KHJ KNX. Firm also uses 25 spots per week on KGFJ. Western Adv. Agency, Los Angeles, has account.

NBC Names Silen

BERT SILEN, NBC's Manila representative who returned to the mainland recently after more than three years' imprisonment in Santo Tomas, has been appointed assistant manager of Pacific Coast operations of the network's news and special events department. He replaces Francis C. McCall, manager of operations for the network news department, and Hunter Scott, KPO San Francisco news chief. Mr. McCall, who has been in San Francisco for six months coordinating coverage of the Pacific war and of the United Nations Conference, will leave this week for New York. Mr. Scott succeeds Helen Murray as manager of advertising and promotion for KPO. Miss Murray, who became manager of the KPO department two years ago, is returning to Hollywood for special assignment.

Carter on Yankee

CARTER PRODUCTS, New York, on May 14 started promotion of Hush deodorant as sponsor of Mutual's *Bulldog Drummond*, weekly half-hour, on three Yankee Network stations. Business placed by Roche, Williams & Cleary, New York, appointed to handle advertising in five major areas, including New England. Sherman K. Ellis & Co. has been named to handle advertising in two remaining areas, one including New York, New Jersey and Pennsylvania, the other four midwestern states. No radio plans for these areas at present.

News

GEORGE HICKS and **GORDON FRASER**, Blue correspondents, left Europe by boat last week to return to the United States on furlough. They will probably be reassigned to the Pacific.

ELMER H. DRESSMAN, former publicity and continuity chief of WCKY Cincinnati and more recently with the Miami Daily News, has returned to Cincinnati to join the Cincinnati Enquirer.

DALLAS (Tex) DeWEESE, former editor of the Pampa, Tex., News, is now "Sohio Reporter" for the Standard Oil Co. of Ohio on WTOL Toledo.

G. FRED BRICKENDEN, Winnipeg newspaperman, has joined the Toronto CBC newsroom.

LLOYD R. WILLIAMS, for seven years marketing specialist with the Connecticut State Dept. of Agriculture, has been named director of the New England Radio News Service of the War Food Adm. In addition to other duties he will direct the "New England Farm Hour" on WBZ-WBZA Boston-Springfield.

BOB MARTIN has returned to KGVO Missoula, Mont., as news editor, replacing **GEORGE MULVIHILL**.

PAULINE FREDERICK, assistant to **H. R. BAUKHAGE**, Blue commentator, and an accredited woman correspondent for Western Newspaper Union is to leave Washington on overseas assignment June 1 to cover Africa, Burma and India war theaters.

AL GODWIN, acting sports director of WHN New York, has been inducted into the Army Air Forces. Former sports director, **MARTY GLICKMAN**, entered Marines some time ago. **BERT LEE**, WHN sportscaster, is expected to take over Mr. Godwin's duties.

EVERETT HOLLES, BBM news editor, is the author of "Unconditional Surrender", a new book tracing the Allied conquest from Africa to Berlin.

TED GROVER, commentator, formerly of WBYN Brooklyn, to WINS New York.

BETTY MONROE is overseas obtaining personal interviews with servicemen for CKGB Timmins, CJKL Kirkland Lake and CFCH North Bay.

HAL GOODWIN is now news editor and announcer of KWON Bartlesville, Okla.

NORMAN CORWIN, CBS writer-producer, has been elected chairman of the newly organized radio division of the Independent Citizens Committee of the Arts, Sciences and Professions. Elected vice-chairmen of the division are Goodman Ace, Jerry Devine, Robert Heller, William Gailmor, William Robson, and Anton Leader. Elected to the executive committee are Harry Ackerman, Himan Brown, Martin Gabel, Ben Grauer, George Heller, Robert Landry, Peter Lyon, Hobe Morrison, Paul McGrath, Richard Sanville, Robert Shayon, Everett Sloane, Howard Teichman, John C. Turner, Martin Wolfson.

REPRESENTED BY RAMBEAU

When KFYO's Market — LUBBOCK, Texas — Is Projected on the Screen . . .

Dairying, grain, wide wholesale and retail distribution, oil production, poultry raising, and cotton combine their vast revenue-gaining power to complete the picture of the 147 million dollar effective buying income awaiting you in Lubbock.

As the geographical, trading, financial, industrial, commercial, and educational center, Lubbock is the hub city of a vast territory comprising sixteen West Texas Counties, known as the South Plains of Texas Area. To reach this great area, use the station that has a corner on this market - KFYO - the only station dominating this area with a consistent clear signal.

VOICE OF THE SOUTH PLAINS OF TEXAS

KFYO

LUBBOCK, TEXAS

AFFILIATED WITH AMERICAN BROADCASTING CO. | MEMBER OF LONE STAR CHAIN | 1340 ON YOUR DIAL

Affiliated with Taylor-Howe-Snowden Radio Sales

WJHP'S

Search for Talent!

The Southern spotlight falls on...WJHP and its newest airways production, Search For Talent! On the air every Friday eve at 7:30, this show has a waiting list of over a hundred talented Jaxons who aspire for the grand prize of a trip to the Big City, expenses paid by WJHP!...For the best in home talent, local production, public service, AND results, it's the Journal Station, WJHP.

WJHP

1320 on your dial

JACKSONVILLE, FLORIDA

A

JOHN H. PERRY ASSOCIATE

Network Accounts

New Business

SCHENLEY LABS., New York (penicillin), on June 5 for 13 weeks starts The Doctor Fights on CBS stations Tues. 9:30-10 p.m. (EWT). Agency: BBDO, N. Y.

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem Blades), July 3 starts The Adventures of the Falcon on 70 MBS stations Tues. 8:30-9 p.m. Agency: Federal Adv., N. Y.

AMERICAN HOME PRODUCTS Corp. (Anacin) early in June starts Real Stories From Real Life on 68 MBS stations Mon. thru Fri. 9:15-9:30 p.m. Agency: Dancer, Fitzgerald, and Sample, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on June 9 sponsors Kentucky Derby on 139 CBS stations 6-6:30 p.m. and CBC Dominion Network. Agency: Maxon Inc., N. Y.

Renewal Accounts

GENERAL MOTORS Corp., New York (institutional), Aug. 1 renews for 52 weeks General Motors Symphony of the Air on 144 NBC stations Sun. 5-6 p.m. Agency: Arthur Kudner Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on Aug. 30 renews for 44 weeks Rudy Vallee Show on NBC and CBC stations Thurs. 10:30-11 p.m. Agency: H. W. Kastor & Sons, Chicago.

GENERAL MILLS, Minneapolis (Softasilk Flour, Kix), May 28 renews Light of the World on 61 CBS stations Mon. thru Fri. 10:15-10:30 a.m. (rebroadcast 11:30 a.m.), and Valiant Lady on 60 CBS stations Mon. thru Fri., 10-10:15 a.m. (rebroadcast 11:15 a.m.) for Cheerio-Oats. Agency: Dancer-Fitzgerald-Sample, Chicago.

CLOSED CIRCUIT conference on NBC Coast and Mountain stations marked the return of Hal Burdick's *Night Editor*, KPO San Francisco, to the air for Dwight Edwards coffee. Mr. Burdick (center) explains sample mystery program to (seated l to r) Ray Rogers, Ruthrauff & Ryan; Rodger Baker and Mr. Starling, Dwight Edwards Co.; Ted Schwamb, Bristol Adv. Service; Walter Tolleson, KPO. Standing: Bill Shea, producer; Wendell Williams, program manager.

ARMOUR & Co., Chicago (meat products), on June 11 for 52 weeks renews Hedda Hopper's Hollywood on 142 CBS stations Mon. 7:15-7:30 p.m. Agency: Foote, Cone & Belding, Chicago.

Net Changes

SALES BUILDERS Inc., Los Angeles (Max Factor cosmetics), June 6 thru July 4 replaced the Frank Sinatra Show with a new program on 144 CBS stations Wed. 9-9:30 p.m., following with hiatus thru Aug. 29. Agency: Smith & Drum, Los Angeles.

STANDARD BRANDS Inc., New York (Chase & Sanborn Coffee), June 3 thru Aug. 26 replaces Charlie McCarthy Show with Spike Jones orchestra on 141 NBC stations Sun. 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

BORDEN Co., New York (milk, ice cream), July 6 shifts The Jerry Wayne Show from 180 Blue stations Sun. 8:30-9 p.m. to 148 CBS stations Fri. 7:30-8 p.m. (repeat 9 p.m.). Agency: Young & Rubicam, N. Y.

PHILCO Corp., Philadelphia (radios, refrigerators), May 6 replaced Philco Radio Hall of Fame on 208 Blue stations with Philco Summer Show and June 3 shifts from Sun. 6-7 p.m. to Sun. 6-6:30 p.m. for indefinite period. Agency: Hutchins Adv., Philadelphia.

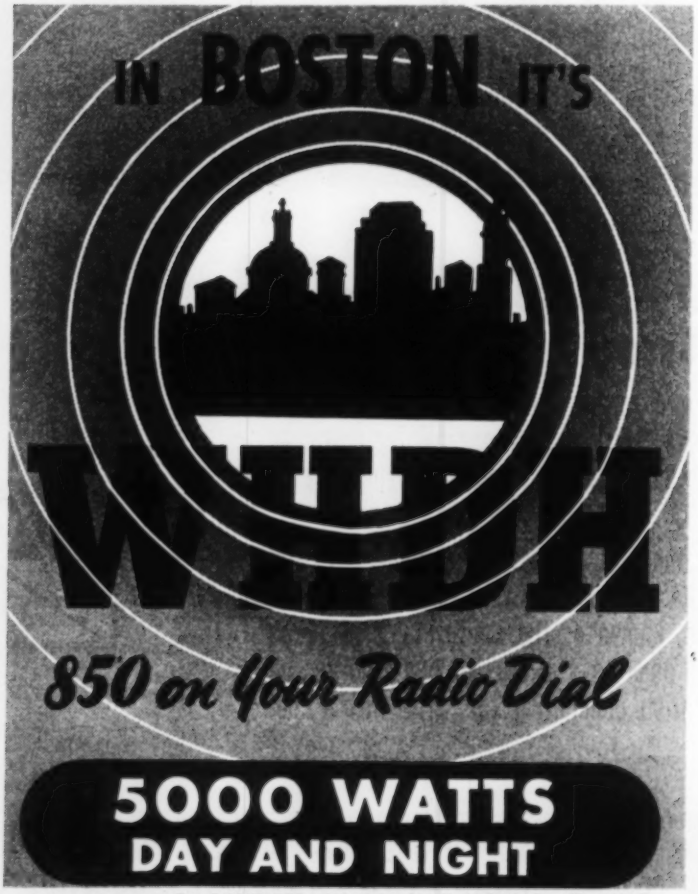
CAMPBELL Soup Co., Camden, June 2 replaces Jack Carson Show on 123 CBS stations Wed. 8-8:30 p.m. (repeat 12 a.m.) with The Saint for indefinite period. Agency: Ward Wheelock Co., N. Y.

SCHENLEY DISTILLERS Corp. (penicillin), June 5 thru Aug. 28 sponsors The Doctor Fights on 77 CBS stations Tues. 9:30-10 p.m. (Blow Co., New York) as replacement for This Is My Best, sponsored by Cresta Blanca Wine Co., subsidiary. (BBDO, Hollywood.)

UNITED REXALL DRUG Co., Boston, July 6 thru Sept. 21 replaces Durante-Moore Show on 148 CBS stations Fri. 10-10:30 p.m. with Rexall Summer Show. Agency: N. W. Ayer & Son, N. Y.

GILLETTE SAFETY Razor Corp., Boston, on Sept. 7 shifts boxing bouts from 232 MBS stations Fri. 10 p.m. to 200 Blue and CBC Dominion Network stations Fri., 10 p.m. Agency: Maxon Inc., N. Y.

CONTI PRODUCTS, New York (shampoos, soap products), on June 7 for about 13 weeks replaces Treasure Hour of Song with Starlight Serenade on 117 MBS stations Thurs. 9:30-10 p.m. Agency: Bermingham, Castleman & Pierce, N. Y.



NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

Snow in September..

down South...

Cotton is the 16-county WSPA-Piedmont's largest money crop. Over 27,500,000 baled-pounds each year are produced in Spartanburg County alone.

CBS **WSPA** SPARTANBURG, SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night

950 kilocycles, Rep. by Hollingbery

RADIO'S BIGGEST POINT-PER-DOLLAR VALUE

NOW TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

"BOSTON BLACKIE"

The half hour adventure-detective show that created a network rating sensation for Rinso! Based on the famous Get-Rich-Quick Wallingford stories in Cosmopolitan Magazine and Columbia Pictures' Boston Blackie series now clicking in theatres from coast-to-coast. Currently sponsored on WOR by R & H Beer.

Write, wire or phone for sensational rating history and audition discs.

FREDERIC W. **ZIV** COMPANY

NEW YORK 2436 READING ROAD • CINCINNATI, O. HOLLYWOOD

BOSTON BLACKIE • FILMDOM'S MOST LOVABLE SLEUTH

OWI PACKET, WEEK JUNE 18

Check the list below to find the war message announcements you will broadcast during the week beginning June 18. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disks. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Seventh War Loan	X	X	X	X	X		X
Hold Prices Down			X		X	X	
Merchant Marine	X						
Paper Salvage	X						
Stop Accidents		X	X	X	X		

See OWI Schedule of War Message 165 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

WHAM

"YOUR WESTERN NEW YORK SALESMAN"

ROCHESTER, N. Y.

50,000 WATT
CLEAR CHANNEL
1180 ON DIAL

Affiliated with the
NATIONAL BROADCASTING COMPANY

National Sales Representative
GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"

Care In Preparing Schedules Vital, Sandage Tells Retailers

Use More Programs, Fewer Spots, He Suggests To First Meeting Based on Harvard Study

NOT UNTIL retail advertisers devote as much time to program structure as they do to copy and layouts for the printed media will they be able to reap the full potentialities of radio promotion, Prof. C. H. Sandage of Miami U., author of *Radio Advertising for Retailers*, told a luncheon meeting of Washington, D. C. retailers and advertising executives last Monday. Meeting was held at the Statler Hotel under the auspices of WTOP, Capital CBS outlet.

Prof. Sandage

First gathering of retailers anywhere to discuss the findings of Prof. Sandage's study, conducted at the Harvard Graduate School of Business Administration through a grant by CBS, the meeting was told that stations as well as sponsors have been at fault in misusing radio for retail advertising. Retailers have made the "fundamental error" of spending too much on spot announcements and not enough on programs, Prof. Sandage asserted, and stations have encouraged overemphasis on spots through their rate systems.

Prof. Sandage urged that retailers give more attention to personalized, institutional programs, pointing out that the name of a store remains while brands disappear. "Radio stands in a peculiar position to enhance the franchise of the store name," he said.

Prof. Sandage said his study showed that retailers have mistakenly tied their radio expenditures to percentage of sales when the important factor is percentage of total advertising expense. He found that too much of the radio dollar goes for spots, the average retail sponsor spending 58% of his radio dollar in 1942 for station breaks and some types of stores spending as high as 82%.

Hollinger Supports

Supporting Prof. Sandage's findings, Paul Hollister, CBS vice-president in charge of sales promotion, cited the case of a department store owning a station which spends only 3% of its advertising dollar on radio and yet complains that radio is not effective. Pointing out that radio has "steadily and persistently" made time sales to retailers and that 50,000 stores were on the air last year, Mr. Hollister said that "radio continues to manifest its striking intimacy with the listener."

During the question and answer period, in response to a statement by a department store representative that retailers do not know how to use radio, Prof. Sandage suggested that retailers check the results of various techniques used in order to determine the most effective approach. Mr. Hollister added that if advertisers would determine their objective in advance half of

(*Continued on page 64*)

WHBQ

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

Now Available
Top ranking show with a known audience
5.1
Says Oct.-Feb. Hooper
THE JOE MANUEL SHOW
Mon. thru Sat. 11:45 am
For low talent cost call WHBQ or Rambeau

REPRESENTED BY RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

630 ON THE DIAL

• MORE PEOPLE LISTEN
• MORE PEOPLE BUY

CKRC

WINNIPEG - CANADA
"THE DOMINION NETWORK"

Many Armed Servant

The many arms of the FEDERAL organization are the arms of a versatile servant . . . making war goods now and preparing for the new and greater demands of a world at peace.

• • •

For example, FEDERAL INSTRUMENT LANDING AND RADIO RANGE equipment is pioneering new concepts of faster, safer air travel.

FEDERAL'S MEGATHERM dielectric and heat induction units are revolutionizing production processes in the plastics, metal, food, plywood, textile and other industries.

FEDERAL always *has* made better tubes. Today, as the result of continuous scientific development, FEDERAL'S TRANSMITTING, RECTIFYING AND INDUSTRIAL POWER TUBES are proving even more dependable and long lasting.

To fill a vital war need, FEDERAL developed INTELIN ULTRA HIGH FREQUENCY TRANSMISSION LINE — now is the world's largest manufacturer.

FEDERAL'S MARINE RADIO EQUIPMENT, first in serving America's merchant fleet, includes DIRECTION FINDERS, AUTO ALARMS, packaged TRANSMITTING AND RECEIVING UNITS and LIFEBOAT TRANSMITTERS.

Back of every FEDERAL TRANSMITTER are years of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment from walkie-talkie to 200 K.W. transmitters.

QUARTZ CRYSTALS, precision cut and mass produced at FEDERAL, are performing many secret military jobs.

SELENIUM RECTIFIERS, introduced by FEDERAL, are accepted as standard for converting alternating to direct current. Power equipment and battery chargers, powered by FEDERAL SELENIUM RECTIFIERS, are known for long life, high efficiency and low cost.

• • •

Yes, FEDERAL'S many arms make many things — all to one high standard. Here some of the world's keenest scientific minds combine their talents with three decades of FEDERAL leadership for developing and producing better communications and industrial electronic equipment.

Federal Telephone and Radio Corporation

(*Continued from page 62*)

the problem of using the radio effectively would be solved.

Agency executives attending included: Harwood Martin, Harwood Martin Adv. Agency; Lewis Ryan, Lewis Edwin Ryan Inc.; Bob Enders, Kal Adv.; Frank Romer, Romer Adv. Service; Mrs. Claire Kronstadt, Kronstadt Adv. & Sales Promotion; Jef Abel, Henry J. Kauffman Adv. Agency; Courtland D. Ferguson, C. D. Ferguson Inc.; John Waterfield, Waterfield Agency; Ernie Johnston, Lewis Agency.

Radio representatives present: Carl J. Burkland, general manager, WTOP; Earl Gammons, CBS Washington director; Bill Murdock, WTOP commercial manager; Judy Brown, assistant to Mr. Murdock; Martin Wickett, WTOP program director; Maurice Mitchell, WTOP publicity and promotion director; Gordon Hayes, WTOP assistant sales manager; Betty Groves, WTOP script writer; Ben B. Baylor Jr., WMAL commercial manager; Ben Strouse, WWDC commercial manager; Lewis H. Avery, NAB director of Broadcast Advertising; Helen Cornelius, assistant to Mr. Avery.

OPERATING schedule of KMBC Kansas City has been extended to pre-war limits of 5 a.m. to 1 p.m. With hour and a half addition, KMBC introduced new program, "Corn Crib Carnival" at 5 a.m. weekdays.

TEXAN SCOOPS FRISCO VETERANS

KTHT Houston President Gets Recordings Of History-Making Press Conferences

NEWS BEATS are being scored on the conference-wise correspondents of the networks at San Francisco by a protocol-busting Texan, president of a new, small independent station, himself still in the "cub" stage as far as years go in radio and news.

Wire Recorder

Through the medium of a wire recorder and a direct circuit, Roy Hofheinz has been supplying his station, KTHT Houston, with one of the most comprehensive jobs of coverage of the United Nations Conference on International Organization of any independent. He purchased the direct line for an hour a day, Monday through Friday, from KFRC San Francisco and delivers a 15-minute show daily over it, expanding to a half-hour if the news warrants it. For the rest of the leased time he carries on station operations, dictating letters, office memos, messages to clients, promotion blurbs.

Hofheinz went to the Conference prepared with a $25,000 budget and a GE model 51 wire recorder which was delivered just as he boarded the train. Knowing nothing about the technique of handling the instrument, he experimented on his fellow travellers and by the time his destination was reached, he had mastered the art.

Undeterred by State Dept. frowns, Hofheinz has recorded many of the important "press" conferences. When Press Chief Michael McDermott tried to bar him from these sessions, the Texan protested that he was doing exactly the same thing as newspaper reporters; they made verbatim notes, he recorded. He carefully shut off the recorder when off the record or background material was being given. The State Dept. also tried to bar him from news meetings of other nationals. He, however, threw protocol for a loss by getting permission directly from the delegations involved.

Liked by Russians

The Russians particularly, embraced Hofheinz and his gadget. All three of Molotov's history-making news conferences were recorded in full and broadcast over KTHT, scooping all the networks. Hofheinz made the recordings at the personal request of the Foreign Minister who took copies home with him.

Other KTHT exclusives were made of Deputy Prime Minister Francis Forde of Australia, Prime Minister Soong of China, Minister Peter Frazer of Australia and Anthony Eden's press conference. Hofheinz also made a special recording by Prince Faisal of Saudi Arabia for the OWI.

Hofheinz broadcasts from MBS studios in the Veterans Memorial Building, KTHT being a Mutual affiliate. A Gates amplifier, brought from Texas, bridges the wire recorder to the special line via KFRC master control.

KTHT was established in 1944. Its president started his business career as a lawyer at 19, became a member of the state legislature at 21 and judge before he was 30.

LET'S GIT A DOUBLE SODY, SARAH!

Drug stores are just as alluring to our Red River Valley folks as they are to people in the big cities. Cold figgers show that WDAY's audience buys nearly one-third of all drug items sold in North Dakota, South Dakota and Minnesota COMBINED (exclusive of the counties containing Minneapolis and St. Paul).

Which maybe explains why more and more advertisers are taking advantage of WDAY's big audience and low rates. Why don't *you*, pal?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer —a poor audience for such talent.

Be sure your program has a worthy audience! Use:

WCBM

Baltimore's Listening Habit

John Elmer, President — George H. Boeder, General Manager

FREE & PETERS, INC.

Exclusive National Representatives

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

They came.. they saw..they concurred!

Outstanding personalities of the airwaves, are The Blackhawk Valley Boys and Penny West. It is estimated that three-quarters of a million people.. in the past two years.. have seen and heard them in personal appearances throughout the WOWO area.

For more than six years, these virtuosi of the banjo, accordion, and Spanish guitar.. abetted by Penny West, who doubles in song and bull-fiddle strumming.. have imparted the folksy flavor of their genius to various WOWO and Blue Network offerings. Continuous clamor for personal appearances resulted in 140 bookings in 1944 alone!

This exceedingly popular team is heard regularly on their own and the WOWO Farmhouse programs. If you would take the measure of the rich Hoosier market in the WOWO primary area, you can do no better than to enlist the aid of Indiana's favorite entertainers.

Have NBC Spot Sales produce the proof, in the form of an audition-record from the WOWO "Cradle of Stars" library.

WESTINGHOUSE RADIO STATIONS Inc

KEX • KDKA • WBZ • WBZA • KYW • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

WOWO
FORT WAYNE

Petri Continues MBS

PETRI WINE Co., San Francisco, (wines), has signed three-year contract and continues weekly *Sherlock Holmes* on Mutual stations with live repeat on Don Lee Pacific stations. Effective with new fall series starting Sept. 3, deal was negotiated by Young & Rubicam, agency servicing account.

Bryant Heater Sponsor

WJW Cleveland has signed the Bryant Heater Co., Cleveland, as sponsor of 14 Cleveland Rams Pro football games, opening Sept. 2. Earl Harper, WJW sports director, will handle play-by-play descriptions.

One Station's Opinion of BMB Plan

WINN Executive Says Present Ballot Is Oversimplified

By G. F. (Red) BAUER
Sales Manager
WINN Louisville

WE at WINN (I speak for the executives of our organization) will probably subscribe to BMB, eventually. If and when we do, however, it will be for two reasons only:

(1) It is an industry-wide endeavor and, as such, deserves the support of NAB member-stations, and

(2) BMB, apparently, is thoroughly approved by the AAAA and ANA . . . who represent a big percentage of our "customers".

WINN would like to go on record that we now feel, and will continue to feel, even after we have subscribed to BMB, that BMB is now as full of shortcomings as a swiss cheese is full of holes. But, we aren't *destructive* critics . . . we don't carp just for the sake of hearing our own raucous voices. We would like to suggest some *improvements* in BMB *methodology*, which we feel would, if adopted, make the results of BMB's first $1,000,000 splurge mean more to the time-buyers (who are the people who will, we all hope, be guided in their station-selection, in a great degree, by BMB figures).

To get down to brass tacks, we believe that the BMB Ballot Form is *oversimplified*, to the point where conclusions drawn from the ballots will mean far too little, to furnish an accurate measurement of any station's primary, secondary or tertiary coverage . . . but, particularly, its primary coverage. We believe the lumping of all replies, both one or two nights (or days) a week, and three to seven nights (or days) a week, to arrive at percentages determining a station's primary, secondary or tertiary coverage, is not only a mistake, but obviously unfair to the small station, in the small market.

To illustrate . . . Bowling Green, Warren County, Kentucky, 59 airline miles from Nashville, will certainly show, on the ballot returns, that fully 50% of the ballot respondents in its county listen to WLBJ, Bowling Green's own station, at least three nights a week. And the ballot returns would probably show an equal number of people listening to WSM Nashville, one or two nights a week . . . yet, on the basis of all replies being lumped into one percentage figure, both WLBJ and WSM would show primary coverage of Warren County. Does that give the timebuyer a true picture of WLBJ's coverage in that county, as against the coverage of WSM? Of course, it doesn't!

Therefore, we suggest a Ballot Form for BMB, that breaks down each family's weekly listening habits more thoroughly and, consequently, in its results, provides a more exact measuring-stick for the timebuyer. To adopt our suggested changes, it would not be necessary to complicate, or enlarge, the present Ballot Form. Our urgent recommendation is simply this: Do away with the column headed, "Occasionally" and "Never". If a radio set-owner listens to any one station "less than one night a week", we contend he should not be considered even a *potential* listener to that station, insofar as having any influence on a timebuyer is concerned. And the column headed, "Never", simply isn't needed! It just confuses the issue. If a radio-set owner *never* listens to a station, he just isn't going to list it, on the ballot form.

In addition to dropping, the "Occasionally" and "Never" columns, we also recommend that the other

(*Continued on page 68*)

Baseball on KMBC

HEEDING great local demand, KMBC Kansas City is broadcasting play-by-play accounts of highlight major league baseball games throughout the 1945 season. Several commercial shows were canceled to clear the period from 11:05 p.m. on nightly for re-creations by Sam Molen, station sportscaster. Speeded up condensations are being used for increased listener interest.

Ford Dealers to Maxon

MAXON Inc., New York, has been appointed agency for Ford dealers in N. Y., Mass., Me., N. Hamp., Vt., R. I., Conn., and the western half of Pa. Maxon now represents dealers of 24 of the 33 branch offices into which the Ford sales organization in the United States is divided.

WATCH YOUR TONGUE IN PAINT LICK (Ky.)!

Despite its strange name it probably has very few paint-eaters in it. Or anything else! But why spend good dough to reach such settlements throughout Kentucky when the *big* profits lie in WAVE's humming Louisville Trading Area? Here's a market (for whatever you're selling) that licks Paint Lick, Lickskillet and all the rest of the State *combined!* Plenty of paint is sold here, too, but folks are too busy to lick it! Want the facts?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

IT'S WROK

IN ROCKFORD, ILLINOIS

AFFILIATED WITH THE Blue Network

1000 Watts

CHECK WITH HEADLEY-REED

A Philadelphia Institution

Philadelphians call visitors' attention to the WCAU studios on Chestnut Street in much the same way they point to the Union League, Independence Hall, the Liberty Bell and William Penn's Statue on City Hall . . . *"There's our leading Radio Station."*

For over two decades WCAU has been Philadelphia's "habitually-tuned-in station." Think of the billions and billions of times Philadelphians have tuned in WCAU for their entertainment.

WCAU

CBS AFFILIATE • 50,000 WATTS

PHILADELPHIA'S LEADING RADIO INSTITUTION

(*Continued from page 66*)

two columns be changed. Head column No. 1, "4 or More Nights a Week", and head column No. 2 "3 Nights a Week", then you'll have a ballot form that looks like this:

1. List Below, etc.	2. Check Below, etc.			
Use as many, etc.	4 or More Nights a Week	3 Nights a Week	2 Nights a Week	1 Night a Week
----------				

Now, as to how to determine primary, secondary and tertiary coverage, we recommend the following percentage method:

Applying to Any Station Listed by Respondents

The Station has Primary Coverage—If

25% or more of respondents state they listen to the station ---- 4 or More Nights a Week
40% to 55% " " " ---- 3 Nights a Week
56% to 70% " " " ---- 2 Nights a Week
71% or More " " " ---- 1 Night a Week

It Has Secondary Coverage—If

10% to 24% of respondents state they listen to the station ---- 4 or More Nights a Week
25% to 40% " " " ---- 3 Nights a Week
41% to 55% " " " ---- 2 Nights a Week
56% to 70% " " " ---- 1 Night a Week

It Has Tertiary Coverage—If

1% to 9% of respondents state they listen to the station ---- 4 or More Nights a Week
10% to 24% " " " ---- 3 Nights a Week
25% to 40% " " " ---- 2 Nights a Week
41% to 55% " " " ---- 1 Night a Week

In further explanation, let's consider Jefferson County (Louisville) Kentucky. Let us assume that 200 replies are received from this county; under our suggested method, undoubtedly all four Louisville stations (all of which are basic network affiliates) will qualify, under all of the four classifications, for primary coverage, for both night and day; but it is unlikely that either WLW or WSM, for example, will qualify as having even tertiary coverage in Jefferson County, Kentucky. However, under BMB's present method (it is only necessary for 50% of the respondents to listen one night, or day, a week) WLW and, probably, WSM, would show primary coverage in Jefferson County. This is, of course, cockeyed, because all *qualitative* surveys show neither of these two stations to have more than an infinitesimal listening audience in Louisville, where 90% of the population of Jefferson County is concentrated.

Now we'll pause a moment to listen to the horrified outcries of the research *experts* (among whom we definitely are *not* included). Most of the outcries will sound, roughly, like this:

"You can't DO that! You can't mix quantitative and qualitative measurements, in the same survey. It's insane! It won't work! You're nuts!"

Why Won't It Work?

Okay, we're nuts! It won't work! But please tell us *why* it won't work. Seems to us that this contemplated first BMB survey offers an ideal opportunity, to use at least a small amount of qualitative "control", to make purely quantitative mass figures sharper, more accurate, more to the point and more meaningful. Especially, when the adoption of our suggested changes, in the Ballot Form, will result in very little complication of the whole survey method.

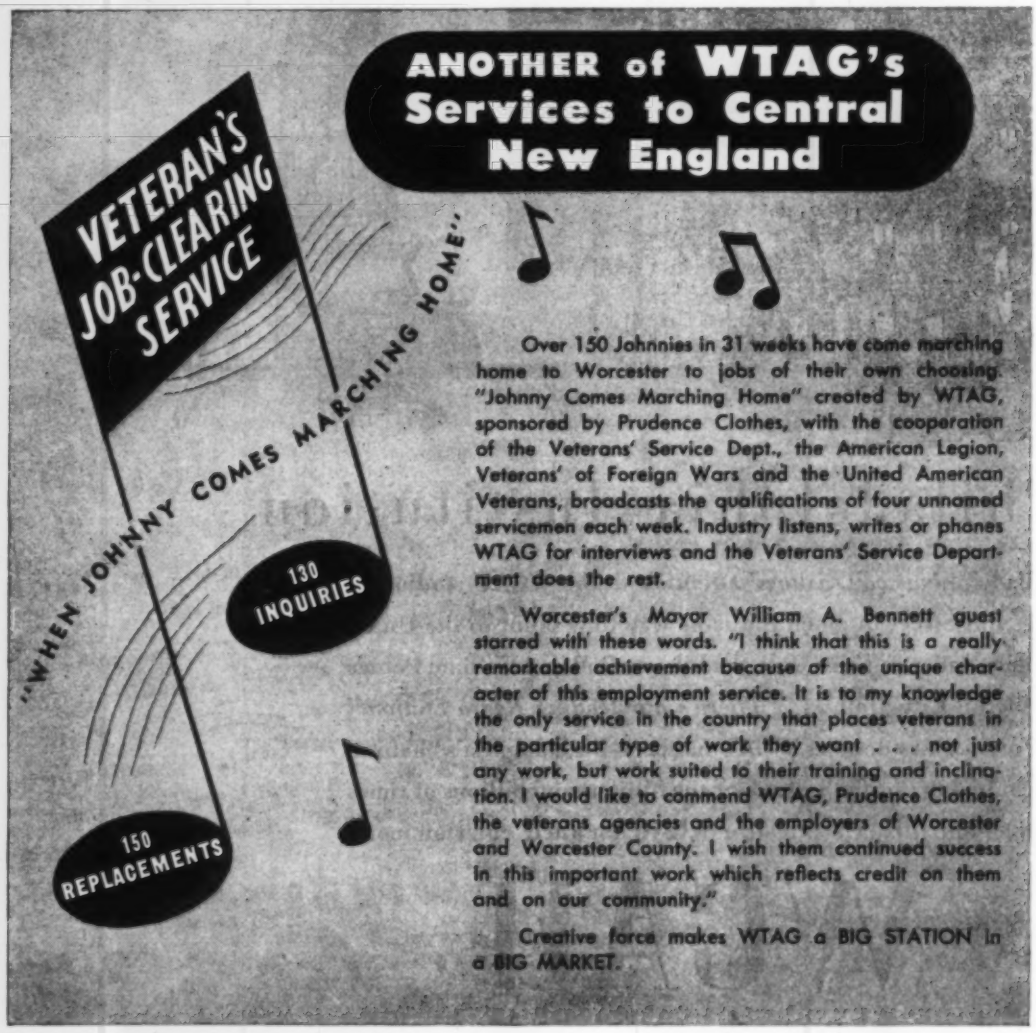
Are we right or wrong? Mr. Research Expert, what's the answer? Mr. Station Executive, what do *you* think?

Lever Replaces

LEVER BROS., Cambridge, replacing *Amos 'n' Andy* with *The Dunninger Show* on NBC Fri., 10-10:30 p.m. for 13 weeks beginning June 18, will feature besides the mental telepathist, Mitchell Ayres' orchestra, Anita Ellis, singer, and Bill Slater, m.c. Radio audience will be invited to submit problems to be solved by Mr. Dunninger, while three people, including a serviceman, will serve as judges and have their minds read. Studio audience will also participate. Package was acquired from National Concert & Artists Corp. by Ruthrauff & Ryan, Lever agency for Rinso.

Canadian Production

PRODUCTION of radar and optical equipment valued at $200,000,000 at the Canadian government's war-born Research Enterprises Ltd., Toronto, has been revealed at Ottawa. The plant was started from scratch in October 1940 to build optical glass and instruments as range finders, then went into secret radio production, making primarily radar equipment and complete sets. The first radar equipment from Research Enterprises went to the United States Navy two months before Pearl Harbor. Today the company produces some 20 major types of radar for all types of applications, from anti-aircraft detection finder containing 60,000 components and mounted on several large trucks, to a small airborne unit for detecting submarines and land targets. Canada has been interested in radar since 1938 when a National Research Council physicist went to England from Ottawa.


ANOTHER of WTAG's Services to Central New England
VETERAN'S JOB-CLEARING SERVICE
"WHEN JOHNNY COMES MARCHING HOME"
130 INQUIRIES
150 REPLACEMENTS
Over 150 Johnnies in 31 weeks have come marching home to Worcester to jobs of their own choosing. "Johnny Comes Marching Home" created by WTAG, sponsored by Prudence Clothes, with the cooperation of the Veterans' Service Dept., the American Legion, Veterans' of Foreign Wars and the United American Veterans, broadcasts the qualifications of four unnamed servicemen each week. Industry listens, writes or phones WTAG for interviews and the Veterans' Service Department does the rest.
Worcester's Mayor William A. Bennett guest starred with these words. "I think that this is a really remarkable achievement because of the unique character of this employment service. It is to my knowledge the only service in the country that places veterans in the particular type of work they want . . . not just any work, but work suited to their training and inclination. I would like to commend WTAG, Prudence Clothes, the veterans agencies and the employers of Worcester and Worcester County. I wish them continued success in this important work which reflects credit on them and on our community."
Creative force makes WTAG a BIG STATION in a BIG MARKET.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER BASIC CBS 580 KC 5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

How big is Big Time Showmanship?

BIG ENOUGH, we'd say, to emphasize the difference between a juke box and a broadcasting studio—*and between transcribed libraries!*

Compare the trios, quartets, organ soloists and usual small groups—so abundant in ordinary libraries—with ASSOCIATED'S elaborate, exclusively *radio-grooved* units like these:

RAY BLOCH ORCHESTRA AND CHORUS—33 musicians, 14-voice chorus, 3 top soloists • ROY SHIELD AND ORCHESTRA—34 musicians • ALFRED WALLENSTEIN AND CONCERT ORCHESTRA—33 musicians • ASSOCIATED GRAND OPERA COMPANY—32-voice chorus, 8 soloists, 60-piece orchestra under Cesare Sodero • D'ARTEGA AND ORCHESTRA—26 musicians • ANDRE KOSTELANETZ—40 musicians, mixed chorus of 14 voices • AL GOODMAN AND ORCHESTRA—33 musicians • ROMANTIC CYCLES—16-voice chorus, 9 principals, 18-piece orchestra • EDWIN FRANKO GOLDMAN BAND—50 musicians • FREDDIE RICH AND ORCHESTRA—20 musicians, mixed vocal group of 7.

We could keep going, for there are plenty more—with plenty of selections by each one! But the point is . . .

For *big-time showmanship* that fills time *profitably*—for *most* hours of the best *radio* music—it's ASSOCIATED!

Write *today* for the ASSOCIATED LIBRARY booklet.

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . . Represented by Loren Watson, 400 Madison Ave., N. Y. C.

Travers Election to Mutual Board Gives Yankee Network Two Members

GREATER influence of Yankee Network in the affairs of Mutual is presaged with the election of Linus Travers, executive vice-president of Yankee, to the Mutual board at its meeting in Chicago last Wednesday. This gives Yankee its second MBS director, John Shepard 3d, chairman, having been on the board for a number of years.

Mr. Travers

While no formal announcement was forthcoming from the Chicago sessions, it was understood that plans of Edgar Kobak, president, for expansion and revision of MBS operations, with emphasis on programming, were thoroughly discussed and that the new president was complimented for the strides made and those immediately ahead. Substantial increase in MBS billings was particularly noteworthy, with further developments of importance indicated for fall presentation.

The meeting was the first held since last March, when Mr. Kobak was given an enlarged budget and a free hand in bolstering programming operations. At that time a committee was named to work with the president on plans toward reorganization which might bring Mutual into the "old line" network sphere, rather than as a straight-out cooperative venture. Benefits not only in operation but in revenue, it was thought, might accrue from such a transition. This committee is understood to comprise Messrs. Kobak, Shepard, Chesser, Campbell, WGN Chicago; Benedict Gimbel, WIP Philadelphia; Theodore C. Streibert, WOR New York; Lewis Allen Weiss, Don Lee Broadcasting System, Hollywood; Ted Campeau, CKLW Windsor-Detroit, and H. K. Carpenter, WHK Cleveland.

Travers New Addition

Mr. Travers is an addition to the MBS board. He has been in radio since 1927, when he joined WEAN Providence, and a year later went to WNAC Boston, key of Yankee, later becoming production chief. In 1943 he was elected vice-president in charge of sales and production and the following year was elected executive vice-president.

In addition to those named, present at the Chicago meeting were Alfred J. McCosker, WOR New York, chairman of the board; E. M. Antrim, WGN Chicago; Willet H. Brown, Don Lee; James E. Wallen, MBS treasurer; Robert D. Swezey, vice-president and general manager, MBS; Z. C. Barnes, vice-president in charge of sales, MBS; Ade Hult, Chicago vice-president; Andrew C. Hamilton, WGN attorney; Emanuel Dannett, MBS New York attorney, and W. Theodore Pierson, Washington counsel for Yankee Network.

Draft Changes

(*Continued from page 20*)

review such cases in the belief that "substantial numbers of these registrants may now be found qualified for military service either by reason of the need of the armed forces for younger men or because of a change in the registrants' physical condition."

No formal instructions were issued regarding the 26 through 29 group but Gen. Hershey told a news conference that revised regulations will soon be invoked which will further tighten deferment policies on all registrants under 30. It appeared likely that the same rigid requirements for deferment of men under 26 will be applied in the 26 through 29 group, in which case broadcasters may lose some engineers and other key men who have been deferred as "necessary" men.

A spot check of Washington stations revealed that few men will be called under the new draft policies. One station with 17 of its 58 men under 30 has 16 who are veterans or 4-F. Another with 10 out of 50 under 30 has 7 veterans or 4-F and one qualified for limited service. Another has only two out of 25 under 30, both of whom are 4-Fs. The remaining stations have only a few men under 30.

Until new procedures are put into effect governing men under 30, Form 42A Special (Revised) will remain in full force, Gen. Hershey advised.

Draft calls starting July 1 will be approximately 90,000 a month, Gen. Hershey declared. About 45% of this total will come from new 18-year-olds, about 33% from the 18 through 25 group and about 22% from the 26 through 29 group plus men over 30 not in useful activities.

"Here's how Courtney checks up on Courtney!"

Alan Courtney

"...via a PRESTO recorder"

"An announcer must check up on his technique constantly," says Alan Courtney, popular announcer of WOV's *1280 Club* program. "My own way of doing this is to make frequent recordings of my voice on a portable PRESTO recorder. Then, by listening to the records, I can get an idea of how I sound to the radio audience. Naturally, the accuracy of the recording is of the utmost importance. I find a PRESTO recorder ideal for the work, because, even in amateur hands, it produces cuttings of uniformly high fidelity and clarity."

PRESTO sound recording and transcription equipment is used by major broadcasting companies, in industry, in schools and colleges, and by the Armed Forces. Every PRESTO unit, from the largest to the smallest, is a product of high engineering skill and uncompromising manufacturing standards. Write for information.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs Ltd., in Canada

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

MISSISSIPPI AMONG THE TOP TEN

Mississippi is among the first ten states in the Nation selected in a recent popular poll* to determine the choice of citizens of a place to live should they change residences.

Mississippi's abundant natural resources, its climate, and its people combine to make it a "natural" for progress today, and even greater development in the postwar period.

Effectively covering this favorite state and its growing market with your sales message means using WJDX—the DOMINANT "voice of Mississippi". Remember, WJDX puts your message across.

* Gallup Poll

Owned and Operated by
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
United Press

City College Conference Success

(*Continued from page 15*)

chase of a product by those exposed to the advertising.

Panel, made up of Herschel Deutsch, radio supervisor, Grey Adv. Agency; C. E. Hooper, president, C. E. Hooper Inc.; F. J. Knittle, manager, advertising and product research, Colgate-Palmolive-Peet Co.; Wilson J. Main, vice-president, Ruthrauff & Ryan, and A. C. Nielsen, president, A. C. Nielsen Co., engaged in a discussion of radio research techniques, agreeing only that no present technique provides the perfect answer to all the problems.

Avery Report

Report of Lewis H. Avery, NAB Director of Broadcast Advertising, and his assistant, Helen Cornelius, on the progress of the radio campaign of Joske's of Texas [see separate story on page 15] slanted the Wednesday morning session on "Radio Advertising Opportunities and Obstacles" toward retail radio advertising, with most of the questions devoted to that subject. Discussion panel included Llewellyn Harries, sales promotion manager, National Retail Dry Goods Assn.; Joseph D. Bohan, vice-president, Centaur Co. division, Sterling Drug, and Bertram Lebhar Jr., director of sales, WHN New York. Ordway Tead, chairman, New York Board of Higher Education, presided and Earl Bunting, president, O'Sullivan Rubber Co., served as moderator.

Ira Hirschmann, vice-president. Metropolitan Television Co., opened the final session of the conference with a blast at the broadcasting industry which he charged with "hitting below the belt" by filling the air with "low-grade lowest-common-denominator programs on the purely emotional level" and a plea for television to start on a higher plane. "Nobody knows whether the public would prefer higher standards in radio programs," he declared, "because they have never been offered them."

The price of video receivers will control the volume of their sale, Lyndon O. Brown of Stewart, Brown & Associates said in a report on a survey conducted by his firm for Sylvania Electric Products. Reporting that interviews with 3,029 respondents showed 43 per cent to want television in their postwar radios, he said that when prices were mentioned the replies indicated "that about 15,000,000 people are willing to pay $75 more over the cost of a standard radio set in order to have television after the war—that 6,000,000 would be willing to pay $125 more. that over 2,000,000, $200 more and nearly 1,000,000, $300 more."

Citing expectations of a Texas farm boy that television will bring him baseball games from New York, of a Kansas housewife that she can see New York fashion shows, of a man in New York who wants the trials of German war criminals televised and of many people who expect to see their favorite radio programs and the latest movies by television, Mr. Brown warned that when they actually see television they may be disappointed and less willing to buy sets than his figures would indicate.

As far as the advertiser is concerned, "there is nothing wrong with television that a few million receivers wouldn't cure," A. Craig Smith, vice-president, Gillette Safety Razor Co., declared. "What we want is more receivers, improved images, rates in line with other media and better programming," he said.

Mr. Smith expressed alarm at rising talent costs of radio and the hope that this would not occur in television. He cited his company's use of ball players to deliver commercials during the broadcasts of the world's series last year and reported that it was forced to pay the St. Louis union stand-by fees for each such announcement, although if the players had not been used the announcers hired to broadcast the games would have delivered the sales messages at no extra cost. "This sort of thing can kill television," he declared.

Mowrey Speaks

For the fights telecasts Gillette and NBC pay the 20th Century Sporting Club $75,000 a year for television rights, which averages about $15 a receiver if all sets sold in the area are still working, he said. Time charges are $100 a broadcast, which he said must leave NBC taking a beating, as 19 NBC employes are necessary to put them on.

Speaking for the television broadcasters, Paul Mowrey, director of television for American Broadcasting Co., said that technically, television is here but program - wise it still has a long way to go. Reporting on his experiences with adapting network programs, which are known to be good aural entertainment, to television, he said that as far as costs go, apart from operating and music costs, the video version of *Ladies Be Seated* costs $40 less than the network radio program, as it takes longer to put on a visual stunt so two stunts and two prizes can be eliminated from the half-hour program when it is televised.

Operating costs will undoubtedly be greater for television than for sound broadcasting, he said, but "to the advertiser who has found it profitable to utilize radio and display advertising under two separate budgets, television looms as a bargain package. He will not get two media for the price of one, but he will get two for a good deal less than the cost of two. And when operation costs are trimmed by new technical economies television may easily become the bargain basement of the advertising mart."

Gerald O. Kaye, advertising manager, Bruno-New York, and Louis Tannenbaum, advertising manager, R. H. Macy & Co., participated with the speakers in the panel discussion, which was moderated by Dr. Wallace H. Wulfeck, vice-president, Federal Adv. Agency. Dr. Love presided.

Quaker Change

QUAKER OATS Co., Chicago, on June 18 begins 52 week sponsorship of the second quarter-hour of a Blue half-hour program, *Ladies Be Seated*, heard five times weekly 3:30-4 p.m. Products will be Aunt Jemima Pancake Flour and Muffets Cereal. Johnny Olsen is m.c. on the broadcast originating from New York. Quaker is dropping its five-minute newscast Mon. thru Fri. 10:25-10:30 a.m. on the Blue but continues *Terry and The Pirates* on the network. Agency is Sherman K. Ellis Co., New York.

MBS Adds Pair

ON JUNE 15, Mutual adds two new stations to the network, making a total of 266 affiliates. WBBZ Ponca City, Okla., 250 w, 1230 kc, owned and operated by Adelaide L. Carrell, and KHMO Hannibal, Mo., 250 w, 1340 kc, operated by Wayne Cribb, will be the new outlets.

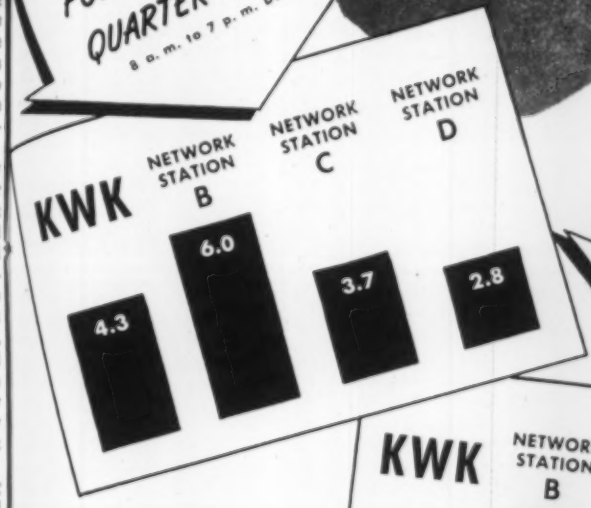
5000 WATTS
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
NBC IN RICHMOND, VA.

Again...

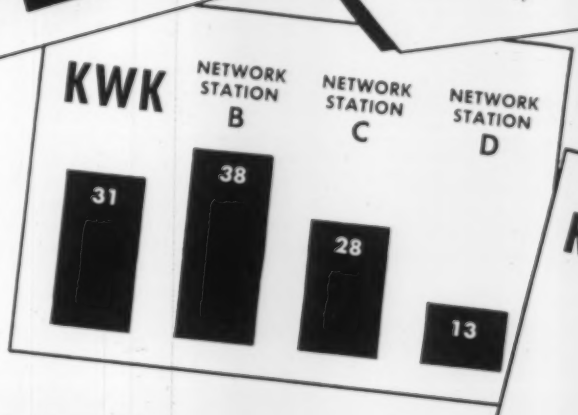
*Hooper day-time ratings prove the popularity of KWK personalities

RUSH HUGHES • RAY DADY • ED WILSON
SHADY VALLEY FOLKS • EASY LISTENING
THE SMOOTHIES • CARL HOHENGARTEN
COON CREEK BOYS

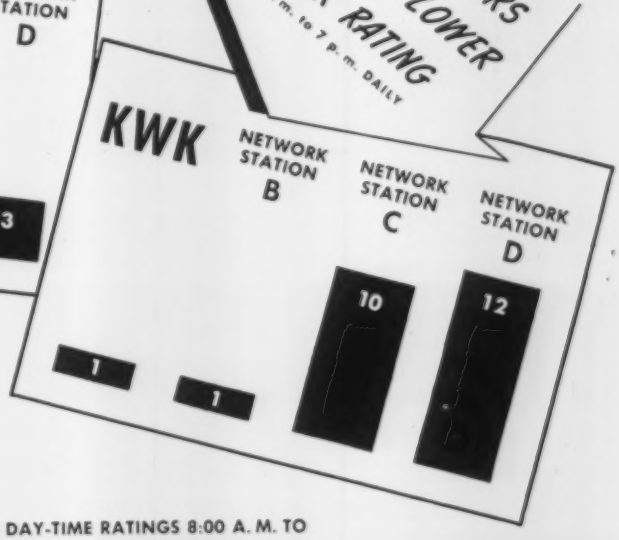
AVERAGE HOOPER RATING FOR TOTAL 44 QUARTER HOURS
8 a. m. to 7 p. m. DAILY



NUMBER OF QUARTER HOURS WITH 3.0 or BETTER HOOPER RATING
8 a. m. to 7 p. m. DAILY



NUMBER OF QUARTER HOURS WITH 1.5 or LOWER HOOPER RATING
8 a. m. to 7 p. m. DAILY



HOTEL CHASE
ST. LOUIS

KWK

*C. E. HOOPER DAY-TIME RATINGS 8:00 A. M. TO 7:00 P. M. DAILY, OCT. 1944 THRU FEB. 1945

PAUL H. RAYMER CO., Representative

TRI-CITIES
The FARM MACHINERY Capital

A Balanced Market

The two well-known products shown above are manufactured in Rock Island and Moline . . . heating equipment by Herman Nelson Corporation and Bee-Vac Washers by Birtman Electric Company. The range and scope of Tri-Cities' 150 industrial concerns add balance and stability to the market . . . important for steady, high sales results.

So count on WHBF's SELLING POWER to put your product across in this big prosperous market of 200,000 population.

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

M.D.

PHYSICIAN and INTERVIEWER

with radio experience are available for live or recorded program related to health or nutrition. Our experience includes medical authority talks, interviews and dramatizations. Complete script and talent provided at reasonable cost. Live audition or sample recording for playback provided without obligation.

Frederic Damrau, M.D.
247 PARK AVENUE
NEW YORK 17, N. Y.
Wickersham 2-3638

Joske's All-Day Coverage

(*Continued from page 15*)

of Texas women, past, present and future.

3. Programs that will have appeal and personality for young married Texans, as well as programs for and about boys and girls.

4. Programs that will establish Joske's of Texas as a source of "news" about the "newest".

5. Programs that will help to sell Joske's of Texas as a "fashion store"; as well as a "home furnishings store" and a store for all the people of Texas.

Out of these recommendations came the selection of 11 specific programs which Joske's now has on the air. The store's broadcasting day begins at 7:45-8 a.m. on KTSA with *Beauty Time*, a Monday-through-Saturday program for women who want "beauty before breakfast" and promotes Joske's cosmetic products with occasional fashion tie-ins.

Six days a week at 9-9:15 a.m. KONO broadcasts a news program aimed at women who want news of the world and also of new merchandise at popular prices, featuring economy merchandise with a new angle throughout the upstairs store. At 9:30-9:45 a.m., Monday through Friday, on WOAI, Joske's broadcasts *Texas Today*, telling Texas women—town women, ranch women, domestic, professional, social and business women—what is going on in Texas, in San Antonio and in Joske's "today". Largely institutional, the program features any important merchandise or merchandise promotion likely to appeal to progressive women.

To reach the thousands of young Army and civilian wives in and around San Antonio, which has five air training centers as well as Fort Sam Houston, Joske's broadcasts the transcribed serial, *Betty and Bob*, on KTSA, Monday through Friday, 9:45-10 a.m. Commercials feature popular-priced merchandise for infants, children, mothers, fathers and the home. The basement store's bargain-type merchandise is promoted with *For Members Only*, a well-established popular music program whose name derives from members of the station's "1400 Club" who can request music to be played or sung on the program.

Fashion Store

To build its standing as a "fashion" store, Joske's broadcasts *Living Fashions* on KABC, Monday through Friday, 1:45-2 p.m. Luncheon music plus talk about the town's socialites, the kind of clothes they wear and the kind of homes they live in, permits ample promotion of Joske's fashion, accessory, decorating, gift, glass, china and linen shops. On Wednesday the program is broadcast from the exclusive "Bright Shawl" fashion shows at the store.

At 6-6:15 p.m. Monday through Friday, Joske's sponsors the newscasts of Fulton Lewis jr. on KMAC, featuring men's and boys' clothing and the military shops, plus other merchandise of interest to men. Special merchandise items from all parts of the country and abroad are featured on a dinner music program, *Aloha from the Islands* (transcribed), six days a week on KONO at 6:30-6:45 p.m. The day ends with a five-minute newscast on WOAI, 11-11:05 p.m., featuring merchandise the San Antonians will want to buy the following day and that the program's large audience in Mexico will remember until their next visit to the city.

Sunday at 10-10:15 p.m. WOAI's newscasts are sponsored by Joske's to give advance news of merchandise for the coming week, featuring items that would normally be discussed by the family before purchase. On Saturday mornings, KONO, 10-10:30 a.m., *Teen Top Tunes* provides popular music and news of teen-age shops and services, plus the books, games, records, etc., boys and girls of that age like. A boy and girl act as m.c.'s on the show and when the store completes its Teena Texas Club Room, this program will be featured at Saturday morning meetings of the Club.

Many Spots

In addition to these programs Joske's also has 102 spot announcements weekly on the air, Mr. Avery said. He praised the cooperation of the store's officials in the project, stating that a radio director and two copy writers are spending full time on the broadcasts. Joske's advertising agency, Pitluk Adv. Co., also has been most cooperative and has contributed a number of constructive suggestions to the campaign, he said, while the five San Antonio stations also have cooperated fully with the NAB, the store and each other toward the success of this "radio clinical test".

No attempt has been made as yet to determine the sales effectiveness of the campaign, Mr. Avery stated, as the programs have been on only a little more than 13 weeks and this time has been devoted to making sure the programs are reaching the desired audiences. The campaign, although possibly not all of the original programs, will continue for a full 52 weeks, he said, and during the remaining time there will be many tests of its results in direct selling for the store.

Joske's has set up a special radio budget over and above their other advertising, Mr. Avery said, with radio's share amounting to well over 20% of the total publicity appropriation of the store. Miss Cornelius concluded the presentation by reading a "Measuring Stick for Retail Radio Advertising Programs":

1. Does the station regularly reach the audience desired?
2. Is the time right to reach the audience desired?
3. Are the preceding and following programs "good company"?
4. Is the type of program right to appeal to the audience reached?
5. Is the title of the program right for the program?
6. Does the content justify the title?
7. Is the commercial continuity in character with the program?
8. Are the opening and closing commercials up to the standard of the store?
9. Does the opening commercial establish the name and character of the sponsor?
10. Does the closing commercial make you want to visit the store?
11. Does the commercial continuity sell the merchandise or service offered?
12. Is the merchandise or service right for the program?
13. Is the copy right for the merchandise?
14. Is the program supported by adequate promotion?
15. What is the rating of the program compared to competitive programs?
16. If the program has been on the air for some time, what is the trend of the rating of the program?
17. Are the sales people in the store familiar with the program?

FOUR IDENTICAL albums of historical recordings are presented by James M. LeGate (l), general manager of WIOD Miami, to James T. Wilson, superintendent of Dade County schools, for use of history classes in junior and senior high schools. Discs include NBC D-Day coverage, first announcements of death of the late President Roosevelt and V-E Day announcements of President Truman and Prime Minister Churchill.

Wildroot Expands

WILDROOT Co., Buffalo, has started sponsorship of *Something to Talk About* for 52 weeks on the full Don Lee Network, Mon., Wed. and Fri., 10:15-10:30 a.m. for Wildroot shampoo. Wildroot is promoting the product via radio in scattered areas and Wildroot Creme Oil formula in an extensive national spot schedule through BBDO, New York.

REPRESENTED BY RAMBEAU

doesn't mean big stations and it doesn't mean little stations. But it does mean hand-picked, carefully selected stations that want spot business and are willing to do something about it.

REPRESENTED BY RAMBEAU

means friendly, cooperative stations interested in making your advertising dollars pay dividends.

REPRESENTED BY RAMBEAU

means

"Radio's First Special Representatives"

Kate Smith Heads Hooper Day List

For Second Time Has Highest Sponsor Identification

FOR THE first time since November *Kate Smith Speaks* heads the list of top ten programs and for the second consecutive time shows the highest sponsor identification index, 76.2, according to the May daytime report issued by C. E. Hooper Inc., New York. *Right to Happiness* ranks second followed respectively by *When A Girl Marries, Pepper Young's Family, Young Widder Brown, Breakfast in Hollywood, Portia Faces Life, Woman in White, Life Can Be Beautiful, Ma Perkins.*

Average daytime sets-in-use figure is 17.0, highest figure for the month since 1940, while average daytime available audience is 70.2, an 0.8 increase over last report and 0.4 more than last May.

Backstage Wife and *Grand Central Station* tie for the most women listeners per listening set with 1.33. *Tom Mix* had the most men listeners with 0.48 and *Terry and the Pirates* the most children listeners with 1.41.

Five top ranking programs in terms of listeners per listening set are *Superman, Hop Harrigan, Tom Mix, Captain Midnight, Terry and the Pirates.*

McCarthy Leads

CHARLEY McCARTHY takes the lead as Canada's favorite evening time program, with a rating of 31.5, according to the May evening national rating report of Elliott-Hayes Ltd., Toronto. In second place is *Radio Theater* with a rating of 31.4, followed by *Fibber McGee & Molly* with a rating of 30.7, *Bing Crosby Music Hall, Album of Familiar Music,* Bob Hope, *Aldrich Family, Waltztime, John & Judy* (Canadian origination), *Adventures of Thin Man, Reader's Digest, Treasure Trail* (Canadian origination), *Fighting Navy* (Canadian origination), *Big Town,* and *Green Hornet* (Canadian origination). The five leading French-language evening time programs for May are *La Course au Tresor,* with a rating of 31.8, *Le Raillement du Rire* with a rating of 31.5, *Ceux qu'on Aime, Nazaire et Barnabe* and *Metropole.*

Video Price Drop Seen

JOSEPH GERL, president of the Sonora Radio & Television Corp., New York, predicted an almost immediate postwar drop in price of table model television receiver sets to as low as $100. Speaking at a dinner meeting of 900 New York radio dealers in the Hotel Pennsylvania May 23, Mr. Gerl said table model sets can be expected to drop even lower than the $100 level within two or three years after war's end.

Award Rates 20.6

PRESIDENT HARRY S. TRUMAN's four-network address, broadcast May 21 as he conferred the Congressional Medal of Honor on T/Sgt. J. W. Lindsey attained a rating of 20.6, representing 10,376,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc. The President's Hooperatings for radio speeches since he took office are as follows: April 16, first broadcast as President, 32; April 25, United Nations Conference, 41.2; May 8, V-E Day Proclamation, 64.1, a record high daytime radio audience.

NIP AND TUCK

Toss-Up Between NBC, CBS On V-E Day Listening

WHICH NETWORK had the largest listening audience on V-E Day became a moot question last week.

On Wednesday CBS announced "overwhelming margins of listener preference over all other networks", citing listener measurements made by C. E. Hooper Inc. May 7 and May 8—"dates of the premature surrender news and V-E Day"—in New York, Philadelphia, Chicago and San Francisco. On May 7 these "margins of CBS leadership" show a "range of from 22% to 128% over the other three networks" and on May 8 a "range of from 5% to 211% over competing networks".

On Thursday NBC revealed that a similar survey made May 8 (V-E Day) by the Hooper organization in all 32 cities used for the national Hooperatings on programs showed NBC leading all other networks in 13 of the 20 daytime half-hour periods and in 7 of the 9 evening half-hour periods. The combined day and evening NBC ratings averaged 21.9% ahead of the nearest competitor, NBC stated.

On Friday it was learned that the regular Hooper 32-city evening ratings survey, made May 7, showed the following average overall network ratings for the hours from 6 p.m. to 10:30 p.m.:

CBS 15.6, NBC 10.4, Mutual 6.6, Blue 4.9. Hooper's regular survey did not cover May 8, but the Cooperative Analysis of Broadcasting conducted its regular interviews with listeners the evening of V-E day, with the following average overall network rating: CBS 7.6, NBC 12.3, Mutual 4.4, Blue 3.2.

These figures indicate that listening on both May 7 and May 8 tended to follow the normal Monday and Tuesday evening patterns despite the cancellation of many of the regular network shows for special broadcasts.

SELECTIONS from the intermission talks by Richard L. Evans on the "Salt Lake City Tabernacle Choir Broadcasts" on CBS for three years, have been compiled into book form by Harper & Bros., New York, for release June 13 [$1.50]. Title will be ". . . And the Spoken Word", similar to the title of feature itself, produced, broadcast and written by Mr. Evans for nearly 16 years.

Other Fellow's Viewpoint

Newspaper Week

EDITOR, BROADCASTING:

Just to keep the records straight, we want to call your attention to the fact that National Newspaper Week was not launched as a Kiwanis venture, as stated in your May 21 editorial, "Home Town Recognition". Newspaper Week was originated by William N. Hardy, manager of the Pennsylvania Newspaper Publishers Assn., in 1932 and was launched on a national basis in 1940, after several states had taken on the Pennsylvania plan. Mr. Hardy was national chairman of the National Newspaper Week Committee of Newspaper Assn. Managers Inc. in 1940 and 1941, and it was during his chairmanship that local Kiwanis Clubs first gave recognition to Newspaper Week.

THEODORE A. SERRILL,
Associate Manager,
Penna. Newspaper Publishers Assn.,
Harrisburg.

WOKO GETS STAY, ASKS COURT ACTION

WOKO Albany, N. Y., ordered deleted by the FCC at 3 a.m. May 31, was given a reprieve last week to Aug. 31, after Dempsey & Koplovitz, counsel for the station, filed notice of appeal in the U. S. District Court of Appeals, Washington, from the Commission's decision to terminate the license.

In an order made public Wednesday, the Commission said extensions beyond Aug. 31 will be granted "from time to time" upon application showing that WOKO is "prosecuting its appeal with due diligence".

In the notice of appeal Dempsey & Koplovitz cited 16 reasons why the FCC should be reversed and the case remanded. The Commission found that Sam Pickard, one-time Federal Radio Commissioner and former CBS vice-president, owned a 24% interest in WOKO Inc., licensee corporation, without disclosing his holdings to the FRC or FCC.

Counsel for WOKO contended in its appeal the Comission's decision is "an unlawful attempt to impose sanctions, and constitutes an abuse of the Commission's licensing power" and that the Commission's conclusion that public interest, convenience or necessity would not be served by renewal "is contrary to law and in law is arbitrary and capricious".

In conjunction with the WOKO special authorization extension, the FCC also extended on a temporary basis to July 1, license for W2XWE, facsimile station, and WMWA, relay station, both operated by WOKO Inc.

KFMB Sells SAN DIEGO

SPRINGBOARD TO TOKYO!!

That's metropolitan San Diego . . . where a great exclusive audience of 373,500 civilians reside in an area within 15 miles of our antenna. And . . . they must be covered from within to be covered right! KFMB is doing the real job in San Diego . . . we can do it for you!

KFMB
THE BASIC BLUE NETWORK
(PACIFIC COAST)
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

It brings RESULTS!

Just as a new hat does wonders for a woman's morale, a radio message over WLAW brings the right sort of results for you. WLAW serves New England's 3rd Largest Concentrated Radio Audience.

WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.

WLAW MOVES TO BLUE NETWORK
(American Broadcasting Co.)
Effective June 15, 1945

NATIONAL REPRESENTATIVES:
WEED & CO.

FM as Major Radio Service

(*Continued from page 17*)

and tropospheric transmissions."

In its report the FCC said that before a decision can be reached as to FM's proper place in the spectrum, "careful consideration and proper evaluation" must be given to "all factors involved". These include: (1) Sporadic E, (2) F2 layer, (3) tropospheric effects, (4) ground wave coverage, (5) shadows, (6) multipath transmission, (7) bursts, and (8) economic and equipment considerations.

Subcommittee Members

On the subcommittee which will evaluate the propagation studies, besides Dr. Wheeler, are: Maj. E. H. Armstrong, FM inventor; Philip Laeser, WTMJ Milwaukee; Paul A. DeMars, consulting engineer; A. Earle Cullum Jr., Radio Research Labs., Harvard U.; Dr. H. H. Beverage, RCA; D. B. Smith, Philco; Dr. Newburn Smith, National Bueau of Standards; George C. Davis, consulting engineer, and these FCC engineers: Edward Allen, Technical Information Division; George E. Sterling, chief, Radio Intelligence Division; George S. Turner, chief, Field Division; Virgil Simpson, assistant to chief engineer; Curtis Plummer, assistant chief, Nonstandard Broadcast Applications Section.

While the FCC ponders allocation of FM, committees named last Wednesday at a meeting of the Preparatory Telecommunications Conference at the State Dept., are working on proposals to be submitted at the Third Inter-American Telecommunications Conference in Rio de Janeiro beginning Sept. 3.

Meanwhile the United Nations Standards Coordinating Committee, with offices in New York and London, announced last week that an agreement had been set up between the American Standards Assn., British Standards Institution and Australian Standards Assn., looking toward ultimate establishment of standards in connection with international radio interference.

Addition of 540

(*Continued from page 17*)

ous problems of interference with auto alarms on the international distress frequency, 500 kc."

So far as the 540 kc channel is concerned, "use of this frequency would likewise involve problems of interference to the international distress frequency," said the FCC report. "However, with respect to 540 kc, it is believed that the interference problems can be solved by assigning 540 kc for use at appropriate geographical locations and by limiting the intensity of the signals in coastal areas." This led to the speculation that the Commission may be thinking in terms of making it a local channel.

KMBC Kansas City has on file with the FCC an application to operate as a 50-kw clear channel station on 540 kc, if and when that channel is made available to commercial broadcasting.

Other factors considered by the FCC in ignoring the 520 and 530 channels for standard broadcast included the fact that few standard sets now in existence can be tuned to those frequencies, whereas approximately 54% of the present sets are capable of tuning to the 540 channel. It was not thought likely, however, that the 540 channel would be available for standard broadcasting for some time after the Japanese war ends.

Relay broadcasting, studio-transmitter links and satellite control—all subjects of lengthy testimony during the hearings, were given four bands. Definite allocations were not determined, but in the light of testimony indicating a continued need for relay pickup frequencies, "it is proposed to make provision for the service, on a shared basis," said the FCC, in these bands: 1605-1800, 2100-2250, 2250-2300, 2700-2850 kc.

An inkling that the Government plans to continue programming international shortwave stations, probably under the aegis of the State Dept., even after the war, was contained in both the FCC report and recommendations of the Interdepartment Radio Advisory Committee.

A total of 120 channels are proposed for direct international broadcasting, although IRAC has consistently favored use of point-to-point relay for such broadcasts to conserve frequencies and to provide better signals. The FCC referred to testimony of Elmer Davis, director, Office of War Information, and Assistant Secretary of State Nelson Rockefeller (then Coordinator of Inter-American Affairs) during hearings last fall. Both men favored continuation of international broadcasting.

Peace Needs

"In time of peace," said the Commission report, "the need for such direct contact with listeners everywhere will be different, but no less essential. The United States has assumed and proposes to continue a role in world affairs, and international broadcasting is one of the means whereby that role may be made known and understood everywhere. The furthering of international understanding and amity hereafter will require international broadcasting as urgently as it has been required during wartime."

The Commission proposes to allocate these bands for international broadcasting: 6000-6200 kc, 9500-9700 kc, 11,700-11,900 kc, 15,100-15,300 kc, 17,700-17,900 kc, 21,500-21,700 kc. A band, 25,600-26,600 kc, heretofore allocated to international broadcasting, was not proposed for reallocation because it "appears to be useful only during the maximum of the 11-year sunspot cycles".

Simultaneous transmission of facsimile with international broadcasting by multiple modulation will not be permitted—at least for the immediate future.

In addition to the emergency assignments, amateurs would be given the following bands under the proposed allocations: 3500-4000 kc, 7000-7300 kc, 14,000-14,400 kc, 21,000-21,500 kc.

'Open Door'

ASSERTING it is "economically unwise" to concentrate control of broadcast facilities "in the hands of a select few", the FCC, in its final report on allocations above 25 mc, said "it is economically and socially essential to keep the door open to the fullest extent possible for newcomers" in radio. "The Commission . . . has frequently emphasized the statutory mandate that broadcasting shall be conducted on a competitive basis, and has sought to maintain a fair and even-handed treatment of competitors," said the report.

BBC in Pacific

TWO BBC reporters, Douglas Willis, assigned to Gen. MacArthur's headquarters, and Stanley Maxted, to be stationed at Adm. Nimitz's headquarters, are en route to the Pacific. Mr. Maxted will do *Off the Record*, a weekly quarter-hour on Mutual, to be recorded in New York by BBC and transmitted to England. Courtesy arrangement whereby BBC has used the Blue's San Francisco-New York lines during the UNCIO, is expected to continue for special BBC Pacific pickups for rebroadcast to England. John Salt, BBC North American director, and Stephan Fry, operations manager, have gone to London. George Barnes, BBC director of talks, is in New York to discuss a social science series about America in English.

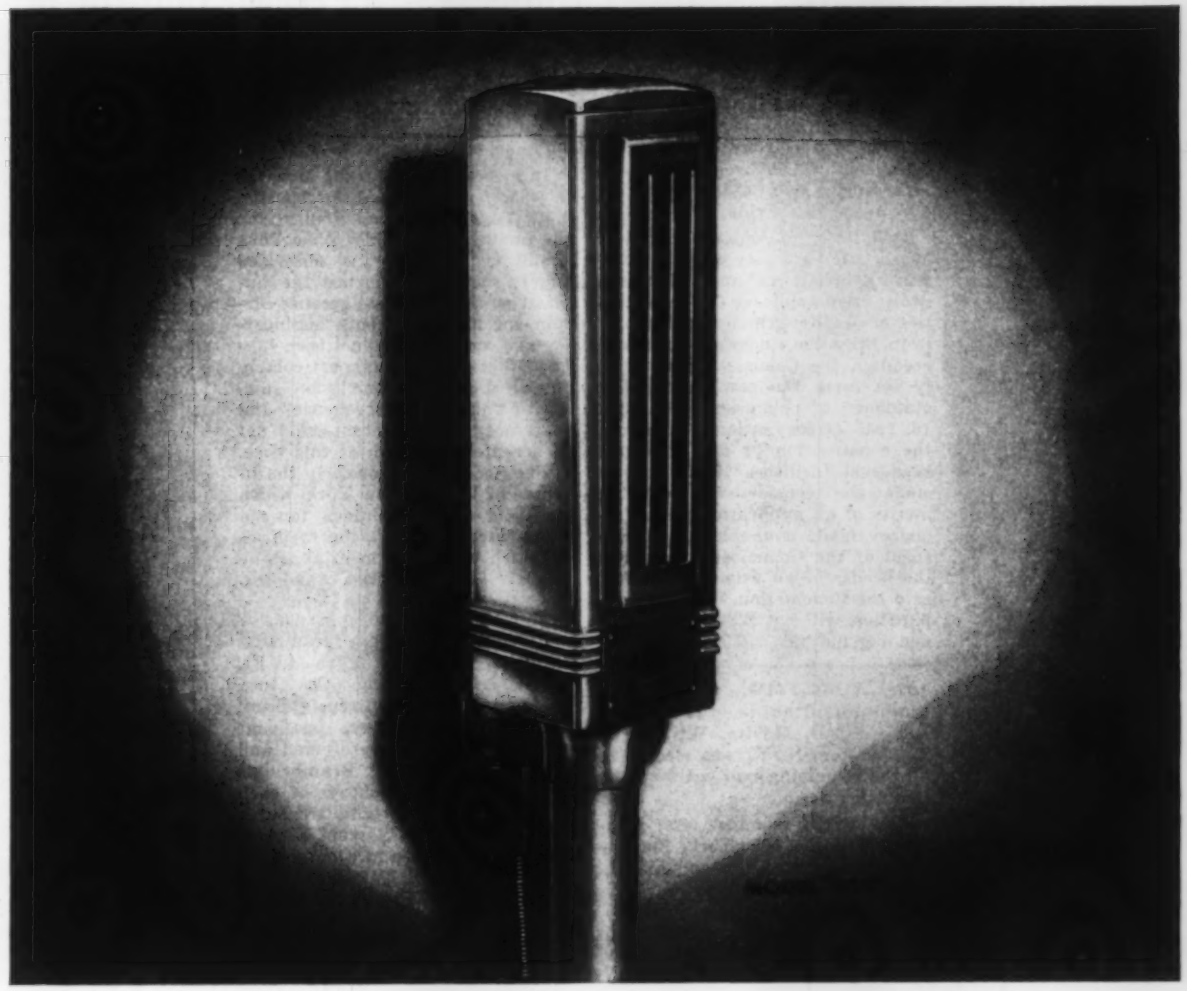
WABD Votes for IATSE

NEGOTIATIONS between technical employes of WABD-DuMont New York and management of the television station will be opened shortly by the International Alliance of Theatrical and Stage Employes, AFL, with which WABD's technicians last week voted to affiliate. Spokesman for the international union said that DuMont's local will be given a separate union charter which eventually "will take in everything in New York" in the technical video field. Television technicians at WCBW New York, operated by CBS, are affiliated with the IBEW (AFL). At NBC's WNBT New York, all technicians are in NABET except the stagehands who are with the IATSE.

Bands on NBC

DANCE BANDS will be heard on NBC's 11:30 p.m. broadcasts on Monday, Tuesday and Wednesday nights during the summer, in a revision of the network's week night schedules designed to bring a lighter form of entertainment to listeners. Thursday night's 11:30 spot eventually will have a dance band also. In changing its programs, NBC cancels *Authors Playhouse*, Monday, June 4, and *Words at War*, Tuesday, June 5.

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS



"808" VELOCITY MICROPHONE

TECHNICAL DATA

MODEL 808

IMPEDANCE: 40,000 Ohms (for operation direct to grid of tube)

FREQUENCY RESPONSE: 40-10,000 Cps.

OUTPUT LEVEL: 63 db below one volt per bar.

CORD: 25 feet long. Rubber covered, low capacity cable with locking type connector.

DIMENSIONS: 1¼ inches square by 4½ inches high.

FINISH: Satin Chrome.

STAND COUPLING: ⅝ inch—27 thread.

SHIPPING WEIGHT: 2 pounds.

Available in only one high impedance model.

Another Universal first. Leagues ahead in modern design, this pre-war model, Velocity Microphone, wins acceptance as the latest in modern styling. The sensitive element . . . consists of a thin 5 millimeter ribbon, powered with four rugged magnets for added field strength and dependability.

The Bi-Directional response of the "808" Velocity Microphone makes it especially suited for stage presentations, orchestras, recording and indoor public address systems. Absence of sound pickup at the sides of the "808" Microphone reduces "feed-back" problems of most installations. Its slender design provides a striking and novel appearance without covering the performing artists' faces.

Universal "808" Velocity Microphones will soon be on the shelves of your local Radio Parts Jobber. Ask him to reserve one for you.

UNIVERSAL MICROPHONE COMPANY

INGLEWOOD, CALIFORNIA

REPRESENTATIVES: *New York, Chicago, Kansas City, Cleveland, Boston, Tampa, Houston, Philadelphia, Detroit, Seattle, St. Paul, Salt Lake, Los Angeles, San Francisco, and Asheville.*

FMBI Reelects Present Officers

Reaffirms Its Position on FM Location in Spectrum

REELECTING its present officers for another year, the FM Broadcasters Inc. Board of Directors, meeting last week in Chicago, discussed increasing the Board from 9 to 15 members, reaffirmed its position that FM should be allocated at approximately its present location in the spectrum, and elected four new organizations to membership. The Board will meet in New York June 19 to consider by-laws changes.

Mr. Damm

Walter J. Damm, vice-president and general manager of radio interests of the Journal Co., Milwaukee (WTMJ WMFM) will continue as FMBI president during 1945 following Board action. Other officers renamed are: T. C. Streibert, general manager, WOR New York and Mutual Board member, vice-president; Lewis W. Herzog, WTMJ, secretary-treasurer; Myles L. Loucks, managing director.

Resignation of Franklin M. Doolittle, WDRC-FM Hartford, Conn., because of ill health, was accepted and Cecil D. Mastin, WNBF-FM Binghamton, N. Y., was elected to fill the remaining two years of Mr. Doolittle's term.

New FMBI members are: Raytheon Mfg. Co., New York; Fidelity Broadcasting Co., Boston; Josh L. Horne, Rocky Mount, N. C.; Tri-City Broadcasting Co. (WOC), Davenport, Ia. With reference to FM allocations the Board issued this statement:

After reviewing its previous consideration of the issues involving the position for FM in the radio spectrum in the light of the announcement by the FCC, the Board reiterated the position previously taken at the public hearings and arguments in Docket 6651 and reaffirmed its endorsement of the recommendations and proposals presented by Panel 5 (FM broadcasting) of the RTPB.

Board members attending Thursday's meeting were: Messrs. Damm, and Streibert; Dr. Ray H. Manson, Stromberg-Carlson Co.; Lee B. Wailes, Westinghouse Radio Stations; John Shepard 3d, Yankee Network; Arthur B. Church, KMBC-FM Kansas City. Also present were: C. M. Jansky Jr., engineering counsel; W. R. David, General Electric Co.; J. E. Brown, Zenith Radio Corp.; Mr. Herzog; Philip G. Loucks, general counsel, and Myles Loucks.

Hon. Murray Carpenter
Compton Adv. Inc.
New York, N. Y.
Dear Murray:
If you ever get down Charleston way, stop in at the Turtle Shell . . . you'll see something really worth while. Where is it? The WCHS Auditorium, right in the heart of town. Yes-sir! We got together with the local Jr. Chamber of Commerce and set up the gosh darndest youth center you ever did see! The WCHS auditorium is plenty big, you know, so we have room for a snack and soft drink bar, a dance floor complete with juke box, ping pong tables, shuffleboard, pool tables, badminton, a slick lounge where the kids can just sit and "shoot the breeze". The high school gang runs the Turtle Shell itself . . . with proper supervision, of course. Now, if we can just keep the WCHS gang from spending their lunch hours playing pool and badminton down there in the auditorium, we'll really have something. All kidding aside, Murray, it does your heart good just to watch those kids having a heck of a time in decent surroundings. We're just glad we could help!
Yrs.,
Algy

PS: Any Branham man can tell you how we do it!

WCHS
Charleston, W. Va.

Applications for Facilities Allowed Existing Stations Under FCC Freeze

THE FCC'S freeze on new broadcast station construction does not preclude consideration of applications for the facilities of existing stations and applicants are not required to specify availability of equipment which would be used, according to an FCC interpretation announced last Friday.

In a letter to Andrew G. Haley, Washington attorney who had written on behalf of an undisclosed prospective applicant for the facilities of WOKO Albany, which now is in litigation under deletion proceedings, the Commission succinctly set forth the new policy. The statement of policy issued on Jan. 16, 1945 (freeze order) restricting the construction of new standard broadcast facilities "does not preclude the consideration on the merits of an application for a frequency made available by the refusal of the Commission to renew the license of an existing station," said the Commission. "Such an application will not be placed in the pending file but will be given current consideration on all aspects of the proposal. You are also advised that in such a case the policy on new construction does not require specification as to availability of equipment."

In a second letter to the Missionary Society of St. Paul the Apostle, New York, which had applied for the facilities of WNEW New York (1130 kc with 10 kw unlimited time), the FCC returned the application as incomplete because certain specified data, both engineering and economic, had not been supplied. These omissions, particularly engineering, the Commission said, are of "material consequence" and therefore the application could not be accepted for filing at this time.

The Society was formerly the licensee of WLWL New York, which was sold to Arde Bulova for approximately $275,000, the facilities of which were used in establishing WNEW [BROADCASTING, April 16].

* * *

Prospective applicant for WOKO facilities is newly formed Ft. Orange Broadcasting Co. Inc., made up of Albany citizens. Officers are Edward J. Riley, president (200 shares each of preferred and common); Edward Brainbridge, vice-president (125 shares of each class); Henry Albright, treasurer (50 shares each;) Samuel E. Aronowitz, secretary and counsel (300 shares each); H. M. Sager (125 shares each); Floyd H. Graves (150 shares each), and Witford C. Gillies (150 shares each).

CHARLES H. SINGER has returned to WOR New York as assistant chief engineer, after three years with Army Signal Corps as a civilian. He was assigned to institute a system of preventive maintenance for use in the Army's training manuals, and to act as consulting radio engineer to the Chief Signal Officer. He will continue in the latter capacity for short periods as the occasion arises.

ALLIED RADIO Corp., Chicago, is marketing a new slide rule parallel-resistance and series-capacitance calculator. The calculator was developed as a fast and accurate means of solving problems involving parallel resistance and series capacitance.

CHAPPELL TO JOIN EDWARD PETRY CO.

DR. MATTHEW N. CHAPPELL, prominent radio research specialist, will join Edward Petry & Co. on June 1 as a research consultant.

Dr. Chappell

He has severed his connection with C. E. Hooper Inc. with whom he was long associated, but is retaining his consulting position with Elliott-Haynes Ltd., Canadian research organization.

Dr. Chappell's work with Petry will be two-fold, to assist stations represented by Petry with their individual research problems and to conduct research experiments on the effectiveness of radio, with emphasis on station rather than network operations. Work will be original research and will not duplicate any present service. Alfred Politz, formerly with Elmo Roper, will assist Dr. Chappell in the Petry assignment, utilizing a technique he has developed for obtaining a random sample in personal interviews.

Texas State Seeks Control of Outlets

TRANSFERS of control of KFJZ Fort Worth, KNOW Austin, WACO Waco and KABC San Antonio, to Texas State Network to assure a more efficient management of the stations plus more economical operation and stronger financial position, are requested in applications filed with the FCC last week. Same individuals retain general interest in stations through network and personal holdings.

Majority interest (99%) in KFJZ is purchased from Ruth G. Roosevelt Eidson for $101,451.26. Half interest in WACO and KNOW, held by S. W. Richardson and Charles F. Roeser, is acquired for $34,000, and 69.9% interest in KABC for $26,784.26 from C. F. Roeser, S. W. Richardson, Mrs. Eidson and Elliott Roosevelt.

Texas State is composed of: Gene L. Cagle, president, 500 shares 10%; R. K. Hanger, vice-president; Frances Griffith, secretary; D. C. Hornburg, treasurer; S. W. Richardson, 18%; Mrs. Eidson 16%; Mrs. Eidson and Continental National Bank of Fort Worth, trustees for Ruth Chandler, Elliott Roosevelt Jr. and David Boynton Roosevelt, 16%; C. F. Roeser 13%; Elliott Roosevelt 5%; George Thompson 5% as trustee for Emily and Ellen Roeser, who each hold 3½%; Gerald T. Stanley 3%; A. R. Dillard and Emmett McMahon 1%.

Remaining two shares in KFJZ is to be divided between Mr. Cagle and Mr. Hanger. Charles E. Marsh and E. S. Fentress each will hold 250 shares (25%) of WACO and KNOW and Mr. Cagle and R. E. Willson will hold 1 share and 300 shares respectively in KABC.

KSWO Lawton, Okla., has filed for assignment of license from Byrne Ross, who wishes to enter another business, and R. H. Drewry to a new partnership of local businessmen for $35,000.

Formal application also was filed for voluntary assignment of licenses of WBT Charlotte and relays WCBE WEHI from CBS to Southeastern Broadcasting Co. [BROADCASTING, May 7].

BLUE NETWORK
WFMJ
YOUNGSTOWN, O.

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLA

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta San Francisco

THESE AND 27 MORE

MAJOR WILLIAM C. ELLIS, Signal Corps, United States Army, former Control Engineer. Now with Psychological Warfare Branch at Rome Headquarters. Credited with capture of 19 Germans in combat.

CAPTAIN PAUL E. BOSTAPH, U. S. Army Air Forces, former Recording Engineer. Now in South Pacific Area.

CAPTAIN D. L. GIBBS, AGD, United States Army, former Continuity Editor. Now Judge-Advocate, Fort Monmouth, N. J.

MAJOR F. J. KELLEY, U. S. Army Air Forces, former Transmitter Engineer. Now in charge of Aircraft Radio Field Laboratory, Boca Raton, Florida.

MAJOR JIM HILL SPECK, U. S Army Air Forces, former Control Engineer. Now Communications Officer, 15th AAF Liberator Bomber Group in Italy. Recipient of the Bronze Star for meritorious service in establishing electrical power facilities for his group in Italy.

CAPTAIN W. H. THOMPSON, U. S. Army Air Forces, former Senior Announcer. Now with Air Forces Military Intelligence in England.

MAJOR JAMIE L. WICKER, U. S. Army Air Forces, former Control Engineer. Now with Army Airways Communications Service in China. Two years in the South Pacific Area.

WE SALUTE our staff members of WFAA, and associated station KGKO, now serving in our armed forces. We're proud of this honor roll of those who have joined arms with the fighting strength of our Allies in unflagging effort to shorten the war and speed the peace. We at home have an equal responsibility! We must continue to back them to the limit in every phase of the war effort on the home front. And when they return it shall be our responsibility and honor to make sure they find the kind of post-war scene they want—*and expect*—to find.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATION**

Owned and Operated by The Dallas Morning News

GO AHEAD SIGNAL
FOR IDAHO SALES

KSEI
POCATELLO - IDAHO

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

—•—

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

Relax in
Cool Comfort

HOTEL
Mayfair
Saint Louis
AIR-CONDITIONED

1892 Wm. McKinley Brandon 1945

WILLIAM M. BRANDON, 52, vice-president and secretary of the Central Broadcasting Co., operating WHO Des Moines, and secretary of Tri-City Broadcasting Co., licensee of WOC Davenport, died May 18 in Davenport of a heart ailment. He had been in ill health for several years and recently had suffered several heart attacks.

Mr. Brandon was born in Hampton, Ia., Nov. 23, 1892, and had been with Central Broadcasting since 1931. He also had served as comptroller of the Palmer School of Chiropractic, Davenport, of which B. J. Palmer is founder. Mr. Brandon was a graduate of Cornell College, Mount Vernon, and of Columbia U. He was a lieutenant in World War I.

A banker by profession, Mr. Brandon was with the National Bank of Commerce, New York, and was assistant cashier of the former Iowa National Bank, Des Moines, from 1923 to 1928. He also had been with the First National Bank of Davenport. He was a past district governor of Rotary International.

Surviving are his wife, a daughter, Betty, 16, and a son, Edward, 13.

TEXTRON TO DOUBLE BROADCASTING TIME

DOUBLING its current radio time, Textron Inc., New York fabric manufacturer, has purchased the Sat. 7-7:30 p.m. period on CBS beginning in August for a new program, now being lined up by J. Walter Thompson Co., New York, agency in charge.

Firm discontinues *This is Helen Hayes* on Mutual Sun. 10:15-10:30 p.m. No decision has been reached as to whether the actress will continue for Textron in the new period, but format of the program will be definitely changed from the present dramatizations of nurses, aimed at recruiting for the military service through the Red Cross. Program has tied in with Red Cross recruiting booths established in department stores, which have in turn given promotion to program and sponsor through posters and booklets. It is expected that other government campaigns will be promoted on the new series.

Danica Labs Campaign

MARIA DANICA Labs. Corp., New York, will use radio, newspapers, magazines and trade papers in a national campaign slated to start in about six weeks for Featherfleck make-up products, Wild Cat Perfumes, and several new bath and shaving products to be introduced next month. Firm is in the process of selecting an advertising agency, and has appointed as advertising director, Gertrude V. Conlon, formerly in advertising and publicity at Prudential Insurance Co., radio advertisers, and who has handled radio commentators.

L & M Cancels Series; P & G Takes CBS Spot

LIGGETT & MYERS Tobacco Co., (Chesterfield) on June 19 drops its CBS 7:15-7:30 p.m. program, *Music That Satisfies*, Tues., Wed., Thurs. Liggett & Myers on CBS for more than 12 years, and its agency, Newell-Emmett Co., New York, both refused to give any reason for dropping the program. Company continues its NBC program, *Chesterfield Supper Club*, 7:7-15 p.m., Monday through Friday.

Procter & Gamble Co., beginning Aug. 21, will take over 7:15-7:30 p.m. period on CBS Tuesday through Friday for a new program, still to be selected, for Oxydol, granulated soap. With Jack Kirkwood on for Ivory soap Monday through Friday 7-7:15 p.m., P&G this fall will have the entire half-hour block 7-7:30 p.m. except for Monday 7:15-7:30 p.m., occupied by Armour & Co., with Hedda Hopper. However P&G is understood to be buying this quarter-hour later in the fall. P&G has decided to take a hiatus for the Jack Kirkwood show July 2 through Aug. 13, returning Aug. 20, and a sustainer probably will be substituted. Ivory soap is handled by Compton Adv., New York, and Oxydol by Dancer-Fitzgerald-Sample, Chicago.

Corwin Series

SUMMER SERIES by Norman Corwin will start June 17 on CBS in the Sunday 7-7:30 p.m. period, to run 13 weeks while the General Foods Kate Smith series takes a summer lay-off. Replacement for the second half of the Kate Smith program is not set yet.

227 STATIONS WILL AIR WENZEL SPOTS

H. WENZEL TENT & DUCK CO. St. Louis, (Eagle Brand drinking water bag) begins a spot campaign of 13 to 104 announcements to run June, July and August, placed through Simmonds and Simmonds, Inc., Chicago, on the following 227 stations:

WSGN WMSL WSFA WLAY WHEB
KSUN KWJB KOY KGLU KTUC KELD
KLCN KTHS KLRA KCMC KUOA KPMC
KFRE KVCV KFBK KFXM KGB KFRC
KFEL KIUP KFXJ KOKO KGEK WJAX
WGBS WFLA WGAC WMJM WBLJ
WMLT WGGA WKEU WLAG WRGA
KIDO KID KTFI KWAL WMRO WJRC
WDWS WGIL WEBQ WLDS WCLS WDZ
WTRC WGL WIBC WKMO WLBC
WKBV WAOV KROS KDTH KVFD
KGLO KBIZ KFNF KTRI KICD KVAN
KGGF KGNO KTSW KIUL KVGB KSAL
WCMI WLBJ WHLN WHOP WLAP
WOMI WPAD KALB KVOL KMLB
WAGM WFMD WHAI WDBC WFDF
WKZO WTCM WMFG KYSM WDGY
KWLM WROX WCBI WFOR WQBC KFRE
KWOS KWOC KFEQ KXOK KDRO
KTTS KGIR KPFA KRBM KGHL KFBB
KGEZ KRJF KGCX KORN KHAS KGFW
WJAG KODY KGKY KOH WSNJ KOB
KICA KGFL KTNM WMBO WBTA
WENY WHDL WNBZ WGBR WHKY
KFYR KDLR KILO KLPM KOVC WADC
WKRC WHKC WFIN WMRN WPAY
WHIZ KADA KVSO KASA KSWO
KOMA WBBZ KTUL KBKR KBND
KODL KRNR KSLM WISR WCED
WAZL WMRF WORK WCRS WFIG
KGFX KOTA KELO KWAT WOPI WAPO
WJZM WHUB WTJS KGNC KRIC KNEL
KBWD KEYS KWBU KAND WRR KDNT
KLUF KGBS KSAM KOCA KPAB KFRO
KFYO KRLH KNET KPDN KPLT KVOP
KXOX KTEM KVWC KSUB KVNU
KEUB KDYL KOVO WSYB WOPI
WCHV WKEY WMVA WLPM WINC
KELA KFPY KIT WJLS WMMN WHBY
WATW WEAU WCLO WKBH WIOM
WIBU WJMC WFHR KDFN KFBC
KPOW KVRS KWYO.

LaGuardia on Blue

MAYOR F. H. LaGUARDIA of New York City, who has built up a sizable radio following for his Sunday 1 p.m. broadcasts on WNYC, New York's municipal station, this week starts a monthly evening half-hour Thursday 7:30 p.m. on WJZ, New York outlet of the Blue. Titled *New York This Month*, commentary will cover a wide range of subjects concerning the daily life of the American people, according to WJZ. Mayor's WNYC broadcasts continue. Present arrangement between the mayor and WJZ carries through to Dec. 31, 1945, when he leaves office. Coast-to-coast sponsorship is considered, if he is available.

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO
Export Radio American Broadcasting System
P. O. BOX 1725 MEXICO D. F.

1400 ON YOUR DIAL

WJLB

DETROIT'S HOME STATION

Scoop!

HARRY HEILMANN
Broadcasts the
DETROIT TIGERS
AMERICAN LEAGUE
BASEBALL GAMES

Exclusively in Detroit over **WJLB**

Sponsored by GOEBEL BREWING CO.

Another Scoop NOW AVAILABLE

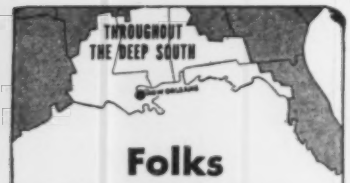
"MILADY'S MATINEE"

One full hour of symphonic music between 12:00 noon and 1:00 P.M. exclusively on WJLB by popular demand. Rates on request.

WJLB

Owned and Operated by
Booth Radio Stations, Inc.
3100 Eaton Tower, Detroit 26, Mich.

TIGER ILLUSTRATION COURTESY OF THE DETROIT FREE PRESS



Folks Turn First to—

WWL
NEW ORLEANS

50,000 Watts
Clear Channel

CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

In Southern New England People are in the Habit of Listening to WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

AP

KRLD, Dallas, Texas

". . . You have perfected AP to an all-time high in radio news services."

Clyde Rembert
Managing Director.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD—117 West 46th Street, New York, N. Y.

ACTIONS OF THE FCC

MAY 19 TO MAY 25 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

MAY 23

WRAL Raleigh, N. C.—Granted license renewal for period ending 8-1-46.

WBIR Knoxville, Tenn.—Granted license renewal on temp. basis for 60 days.

WMRO Aurora, Ill.—Granted license renewal for period ending 11-1-45.

Following stations granted license renewal for period ending 2-1-47: WLBC WEIM KXRO KFRE WTRC.

WLDS Jacksonville, Ill.—Granted license renewal for period ending 5-1-48.

Licenses for following stations further extended on temp. basis, pending determination license renewal applications, for period ending 8-1-45: KASA KDAL KELO KFBC KFJB KFMB KMAC KOCA KSWO KTUL KWJB KWOS KWRC KXOX KPFA WCBT WCLO WFOY WGRM WIBG WINK WINN WJBC WJBY WJMC WJTN WLAG WNEW (and aux.) WOLS WOV (and aux.) WPAT WPRA WROX WSAY WTOL WSBC.

Licenses for following stations extended on temp. basis only, pending determination license renewal applications, for period ending 8-1-45: KAND KGFW KHMO KHUB KOCY KPDN KROC KVOL KWFC WAIR WAML WBRW WCBI WDAK WEBR (and aux.) WFBG WEXL WGAA WGAU WHAT WJPF WJPR WKEY WLAK WMBO WLBJ WMFF WNBH WSAJ WSTV WTEL WTAL WWPG KBND KOME KRJF KROS KVSF KWOC WCLS WFIG WGH WLAV KCKN KFYO KGEZ KMYR KRMD KSUB KUIN KVIC KVOX KWLM WBRE WBRK WCMI WDMJ WEMP WFHR WGTM WINX WIZE WLNH WRAW WSAV WSOY WALL.

Licenses for following hf broadcast stations extended on temp. basis only pending determination license renewal applications, for period ending 8-1-45, subject to changes in assignments which may result from proceedings in Docket 6651: WABC-FM WBBM-FM WGFM WDLM WPEN-FM WCAU-FM WBZA-FM WBZ-FM KDKA-FM.

WOKO Albany, N. Y.—License for facimile station W2XWE further extended on temp. basis only pending determination license renewal application, for period ending 7-1-45.

WLEU Erie, Pa.—Adopted decision and order denying petition for rehearing directed against order of FCC 4-10-45 granting petition of WERC for reconsideration and grant of application for CP change to 1230 kc.

WOKO Albany, N. Y.—Adopted order extending special temp. authorization for continued operation until 3 a.m. 8-31-45.

ACTIONS ON MOTIONS

MAY 23

Central Valley Radio, Lodi, Cal.—Granted motion for leave to amend application to change frequency from 1600 to 1570 kc and removed application as amended from hearing docket.

New Haven Broadcasters, New Haven, Conn.—Granted motion for dismissal without prejudice of application for CP new station 1170 kc 1 kw D.

Tentative Calendar . . .

JUNE 1

WGBF Evansville, Ind.—License renewal.

Applications . . .

MAY 21

NEW-Elias I. Godofsky, Brooklyn, N. Y.—CP new FM station, 8,500 sq. mi., $46,800 estimated cost.

NEW-49.5 mc WMOH Hamilton, O.—CP new FM station, 1,810 sq. mi., $7,800 estimated cost.

NEW-46.7 mc Unity Corp., Toledo, O.—CP new FM station, 10,224 sq. mi., $59,100 estimated cost.

NEW-524-540 mc Philco Radio & Television Corp., Springfield, Pa.—CP new experimental TV station, 1 kw, special emission.

1270 kc KFJZ Fort Worth, Tex.—Transfer of control from Ruth G. Roosevelt Eidson to Texas State Network Inc.

1490 kc KNOW Austin, Tex.—Transfer of control from S. W. Richardson and Charles F. Roeser to Texas State Network.

1450 kc WACO Waco, Tex.—Same.

1450 kc KABC San Antonio—Transfer of control from Charles F. Roeser, S. W. Richardson, Ruth G. Roosevelt Eidson and Elliot Roosevelt to Texas State Network.

NEW-Channel 8 Francis Taylor, Seekonk, Mass.—CP new commercial TV station, ESR 608 (returned, no reply to FCC letters).

MAY 23

NEW-Jackson City Board of Education, Jackson, O.—CP new noncommercial educational station, 250 w, special emission for FM.

1150 kc KSWO Lawton, Okla.—Assgn. of license from Byrne Ross and R. H. Drewry to Oklahoma Quality Broadcasting Co.

MAY 24

1110 kc WBT Charlotte, N. C.—Voluntary assgn. license from Columbia Broadcasting System to Southeastern Broadcasting Co.

GOP Names Murphy

APPOINTMENT of William C. Murphy Jr., Washington bureau chief of the *Philadelphia Inquirer*, as publicity director of the Republican National Committee was announced last week by Herbert Brownell Jr., GOP chairman. At a cocktail party in the Statler Hotel, Washington, Wednesday, John McCormick, GOP radio director, was presented to the Washington radio corps and newspaper representatives. Mr. Brownell was host. Mr. Murphy and former Sen. John Danaher, now executive of the Republican National Committee, also attended.

Radio Opposes Opening Books

(Continued from page 18)

certain you'd have regular callers among broadcasters and other media who would use that information for private gain."

Mr. Pierson assailed any program regulation by the Commission, declaring that "the idea of program regulation is left by the Congress as a natural force". He charged that the Commission "throughout its existence has made consistent efforts to remove the free and competitive operation of broadcasting."

Commissioner Durr wanted to know if there should be competition for frequencies. Mr. Pierson said he didn't think applicants needed to be encouraged on the basis of pending applications, but believed that the proposed rules would "take away from those operating profitably and divide it among others. This will tend to create conditions we have in unregulated monopoly," he asserted.

"In the broadcasting field Congress left competition there," he continued. "It won't be if the Commission makes this data public."

Thomas P. Littlepage Jr. appearing for Hearst Radio, licensees of WBAL Baltimore, WINS New York and WISN Milwaukee, said his clients had no objection to filing necessary information, but did object to making financial affairs public.

On behalf of WJR Detroit, Reed T. Rollo, concurred in the NAB position and urged the Commission to clarify a section relating to "operating personnel". He took issue with the NAB supplemental brief which left the phrase "operating personnel" in the proposed rule and suggested that it be changed to "executive employes".

Philip J. Hennessey Jr., appearing for KFDM Beaumont, Tex., WFEA Manchester, N. H., WBAP Fort Worth, KGKO Fort Worth-Dallas, WXYZ Detroit, WOOD Grand Rapids, WMC Memphis, WTCN Minneapolis-St. Paul, KSD St. Louis, WCPO Cincinnati, WNOX Knoxville, WADC Akron, WHAM Rochester, N. Y., WFLA Tampa and WFBM Indianapolis, said "we would resist public inspection" of data required under form 324. His clients didn't object to providing any information to the FCC on a confidential basis, however.

No 'Useful Purpose'

Asked by Commissioner Denny his views on making network contracts public, Mr. Hennessey said "no useful purpose" would be served. FCC General Counsel Hyde interposed that about 70% of network contracts are available for public inspection because they are filed with applications.

Charles Wayland, appearing for WGBG Greensboro, N. C., concurred in the NAB stand.

W. A. Roberts, counsel for Television Broadcasters Assn. and the Allen B. DuMont Labs., said the rules, if applicable to experimental television stations, would be "burdensome", because contracts are likely to change daily and "little purpose would be served by written reports of oral agreements" during the experimental stages of television.

"I'm really concerned whether you can get effective regulation by burdening your files with contracts," he said. He questioned the wisdom of having "too many valuable contracts" in any agency when it would be "difficult to control Civil Service personnel or ex-personnel". He recommended that the Commission distinguish between ownership and control.

Attorney Frank Scott, counsel for WOR New York, through Mr. Wayland was granted an additional week in which to file a supplemental brief in lieu of oral argument. Mr Scott was ill.

IN ANSWER to queries as to reason for referring consistently in news releases to Blue Network's "Breakfast Club" as the title of the program, rather than to Don McNeill's "Breakfast Club", the Blue has explained that the program is owned solely by network, unlike certain other sponsored programs. Identification is used consistently in recognition of the value of titles and trademarks, according to Blue.

Drawn for BROADCASTING by Sid Hix

"What'll Those WIBW Promotion People Think of Next!"

BROADCASTING—May 21, 1945

Thanks, BROADCASTING

(and also SID HIX)

Your recognition of our client's direct mail advertising campaign is greatly appreciated by our entire staff.

CARTER ADVERTISING AGENCY, INC.

KANSAS CITY

Creators of WIBW's Direct Mail Advertising

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Wanted—First class operator for basic supplementary network station in midwest. Box 603, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Engineers—Three needed at once. One for cleared channel transmitter. Two for studio, including relay broadcast and FM operation—midwest. Send full particulars. Statement of availability from United States Employment Service required. Box 664, BROADCASTING.

Texas station desires junior announcer. Tell all. Box 668, BROADCASTING.

Wanted—By 5000 watt CBS midwest station. First class announcer capable of doing newscasts and production. Box 670, BROADCASTING.

Wanted immediately — Operator - announcer with first class ticket. 250 watt network station in Pacific Northwest city. In reply give full details and audition record if possible. Address Box 672, BROADCASTING.

Manager-salesman. New York office representing group of radio stations seeks man qualified to direct sale of spot time. Write fully, stating qualifications and experience. Box 686, BROADCASTING.

Operator wanted—First class ticket. Southern station, good steady position for right man. Give qualifications and salary requirements. Box 687, BROADCASTING.

Salesman wanted—Radio station experience, by southern local station with extensive postwar building promotion. Salary and commission. Give references and full personal details. Box 688, BROADCASTING.

250 watt NBC affiliate seeks program director-announcer who has his feet on the ground and who is capable of going places with a growing organization. The man we want is an above average announcer who can handle important news and commercial doubles during office hours and who is thoroughly familiar with controls, turntables and all phases of smooth program production. Give background and experience, past and expected earnings, references and other complete details first letter. Snapshot and audition disc if available. Deep south. Box 689, BROADCASTING.

Wanted—A 1st class operator for a responsible position with a progressive, well established organization. Must be experienced, dependable, and interested in postwar future. State qualifications and experience in first letter. Box 690, BROADCASTING.

Announcer—NBC affiliate, south, has opening for top notch announcer capable handling sports, special events, as well as normal commercial announcing. Must be stable with good record of progress but ambitious to improve present status. Send snapshot, recording and full information first letter. Box 692, BROADCASTING.

New York City station desires man who can edit news and go to the microphone when occasion demands. $50.00 weekly. 6 days 40 hours. Box 696, BROADCASTING.

Wanted—Transmitter operator. Immediate vacancy for first or second class licensee, KTFI, Twin Falls, Idaho. Apartment available at transmitter if desired. Wire or airmail F. V. Cox, Chief Engineer.

Wanted—Man or girl with first class license to handle maintenance and some construction work of audio-visual equipment; to take charge of technical plans for FM station with idea of becoming chief engineer; also to teach telegraphic code, radio law, and control room work half time. Practical knowledge and ability are more important to us than electronic theory. Begin any time before August, preferably right now. State required salary when writing to Sherman P. Lawton, Director of Radio, Stephens College, Columbia, Missouri.

Help Wanted (Cont'd)

We'll pay $50.00 weekly beginning, with opportunity for talent extra, to the man we want. He'll come to us with at least a year of successful experience as an announcer. He'll like the south, want to become identified with the life of our region. And he will be the kind of announcer who can write and produce his own ideas into good radio programs. If that sounds like you, send a voice transcription and details to Program Director, WIS, Columbia, South Carolina.

WHBU, Anderson, Indiana, needs experienced all round announcer. Send qualifications immediately. Wire or mail with audition disc to follow.

Announcers wanted by new station, experienced. Write, wire or telephone qualifications, references and draft status. Immediate openings. Program Director, WPAG, Ann Arbor, Michigan.

Announcers—Two experienced announcers. Permanent. 1 kw Blue station. 40 hours. Living cost below average. Give complete details first letter. WTJS, Jackson, Tennessee.

Two first class engineers—Excellent opportunity. Working conditions pleasant. Permanent, 1 kw Blue station, 40 hours. Living cost below average. Will consider one second class man. WTJS, Jackson, Tennessee.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Wanted—Announcer who can do good early morning show. Prefer announcer with background of southern broadcasting. Must be able to take over established morning show which has large listening audience. Prefer announcer who works in a down-to-earth fashion. Easy hours, good pay. If interested send transcription to address below. Must have early reply as announcer must take over program June 15th. This is a Florida Mutual station in state's top market. Contact: Ted Chapeau, Gen. Mgr., WJHP, Jacksonville, Florida.

Wanted—Staff announcer. Prefer a man with some, though not necessarily a lot of experience, for all around announcing duties. NBC station. Pleasant working and living conditions. Fifty dollars base for forty hours. Send audition record and photograph to KIDO, Boise, Idaho.

Top announcers interested in postwar job with real future, good pay. Write or wire Michigan's largest independent station, WCAR, Pontiac, Mich.

Able continuity writer who can take charge. Write Box 701, BROADCASTING.

Independent station wants music director who can program transcriptions and records. Write Box 702, BROADCASTING.

All around announcer—News, record shows. Send full details, picture, salary requirements first letter. WCHS, Charleston, West Virginia.

Wanted—Combination technician and announcer. First, second, or third class license. For further details write to Gerald J. Morey, WNLC, New London, Conn.

Announcer wanted—Preferably with local or regional station experience for progressive, independent thousand watt regional station. Exceptional opportunity for advancement if you are capable of accepting responsibility. Send audition disc to WPIC, Sharon, Penna.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 707, BROADCASTING.

Situations Wanted

Engineer, veteran, twelve years radio, four broadcasting. First phone, second telegraph, some FM, transmitter and control 5 kw, chief 1 kw, desires permanent position progressive organization, transmitter or chief. Married, two years college, six months RCA Institute. Available short notice. Box 682, BROADCASTING.

Writer-announcer—2 years 5 kw network, college graduate, 1C. Dependable, energetic. Write variety, musical, platter shows. Box 684, BROADCASTING.

Situations Wanted (Cont'd)

Available now. Two young men, energetic and experienced. Both draft exempt. Operator technician, first phone, second telegraph, extensive maintenance, control room and recording experience. Announcer idea man. Extensive newscasting experience. Also do commercials and sports. College trained, possess third phone, can ad lib record and talent shows. Box 691, BROADCASTING.

Trained man desires position as writer. Exceptional talent both children's and adult programs. Excellent musical background, good executive ability. Box 695, BROADCASTING.

Broadcast engineer experienced in operation, maintenance and construction desires permanent position as chief engineer with progressive station. Box 697, BROADCASTING.

Is there a job open somewhere as program-director or chief announcer for a young man who isn't afraid of hard work? College education, four years in radio handling wide variety news and ad lib shows. As writer have articles appearing in nationally known magazines and ideas won Variety award for station. As announcer at present am handling a full commercial schedule in one of the nation's largest cities. Specialize in morning shows, news. Want to work for a station in a medium sized or small city where I can become part of community. Salary secondary to achievement what I want. Write Box 698, BROADCASTING.

Newscaster-announcer—experienced, 25, married, war veteran. Desire permanent position with progressive southern station. Consider offers elsewhere. Studio background, news writing, editing. Currently employed metropolitan basic network affiliate. Box 699, BROADCASTING.

Attractive young lady with creative mind and writing ability, seven years' experience with book publishers and trade journals desires position which would combine travelling in eastern states. Background includes secretarial, promotion, sales letters, circulation, market survey and advertising production. Box 700, BROADCASTING.

Seasoned radio executive with successful record in broadcasting and newspaper industry as organizer and administrator. Thorough knowledge of programs, sales, sales promotion, FCC procedure, postwar FM, Television and facsimile planning, budgets, etc. Now employed. $15,000 minimum, plus share of profits. Write in confidence to Box 703, BROADCASTING.

Writer, experienced. Dramatic scripts and commercial copy. Have written network material. Creative. Industrious. College trained. 4F. Larger cities preferred. Box 678, BROADCASTING.

Announcer-director. Young lady, college graduate, three years experience dramatic shows, announcing, directing. State salary, particulars. Box 704, BROADCASTING.

Topnotch announcer desires change, 25 years, single, 2AF. Specialties: newscasts, commercials, live-talent, ad lib, platter shows. Will consider offers. Available few weeks notice. Box 705, BROADCASTING.

Top flight manager, eastern station. Exceptional newspaper-radio background. Post graduate Columbia. Acclaimed by top radio, press personalities. Thoroughly familiar all departments. Advertising-public relations experience. Astonishing results assured. 39, married. $75.00 plus commission. Box 706, BROADCASTING.

Wanted to Buy

Veteran desires purchase western local. Box 666, BROADCASTING.

Wanted—Complete equipment for 250 watt station. All or part. Box 685 BROADCASTING.

Modulation transformer UTC LS-66, Driver transformer UTC LS-47X or equivalent. Box 694, BROADCASTING.

For Sale

For sale—Four RCA type 860 transmitting tubes, all unused, original cartons. Current net prices, FOB Cumberland, Md., Station WTBO.

For Sale—New Temco 250GSC 250 watt transmitter converted for broadcast. Complete with tubes, Bliley oven and xtal. Will comply with FCC good engineering. No priority needed. Ready now to ship. Any good offer will be considered. Contact Mr. Beverly B. Ballard, 424 4th St., Marysville, Calif.

Miscellaneous

Executive engineer will invest actively in commercial or educational station. Background includes education and radio engineering. Will provide FM transmitter and supervisory services. Box 683, BROADCASTING.

ARE YOU LOOKING FOR A BETTER JOB?

FREE PLACEMENT BUREAU FOR ANNOUNCERS—WRITERS—ENGINEERS AND OFFICE WORKERS.

SEND COMPLETE DETAILS IN FIRST LETTER. NO FEE. RADIO STATIONS PAY THE CHARGE

WRITE TODAY!

RADIO PERSONNEL
136 N. DELAWARE ST.
(RADIO CENTER)
INDIANAPOLIS 4, INDIANA

Wanted
ANNOUNCER

Unusually good opening for top grade man.

Excellent opportunity for advancement with postwar security.

WCAR
Pontiac, Michigan

Mr. Station Manager!
NEED A NEW STAFF?

You've been asking lately where all the good dependable radio men are. Well sir, they're available again. Need a program director, production manager, continuity man, news editor or 4 top announcers? All now presently employed at 50,000 watt NBC affiliate. Desire change, salary to be negotiated. Please do not inquire if you are not prepared to go beyond $55.00 per week. We're not looking for war time positions. Will consider any station. Our decision to be based on stability, and location. All replies held in confidence. If you need any one or all of us wire

BOX 693, BROADCASTING

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Ave.

NEW BLUE PROGRAM IS BEGUN BY ASF

ARMY Service Forces Radio Branch, Bureau of Public Relations, begins a new program on the Blue network June 11, 10-10:30 p.m., Mondays. This brings to five the total of ASF shows now on the air, including *Service to the Front*, sponsored by the Wm. Wrigley Jr. Co. on CBS.

The new program, tentatively titled *Music at Ease*, is scheduled to start on about 60 Blue stations, under direction of Maj. Andre Baruch, new head of the ASF Radio Branch [BROADCASTING, May 14]. Writers are S/Sgts. Jerry Lewis and Ben Brady, both radio writers before enlistment. Format includes music of a 45-piece ASF orchestra under direction of Warrant Officer Edward Sadowsky, and direct quotes from statements made by Japanese leaders, pointing out the "long road ahead" and the facts to be faced in the Pacific war.

Other ASF Shows

Other ASF shows almost cover the board of daily programming. They include: the newest, *Music at Ease* on Monday; *Service to the Front*, sponsored by Wrigley on 135 CBS stations, 10-10:30 p.m., Tuesday; *Your Army Service Forces* on 87 Mutual stations, 12:30-1 p.m., Wednesday; *Weapons for Victory* on approximately 60 CBS stations, 5-5:30 p.m., Thursday; *Assignment Home* on 137 CBS stations, 4:30-5 p.m., Saturday.

FCC Consents to Four Voluntary Assignments

CONSENT was granted by the FCC last week to four voluntary assignments of license involving stations WNBH New Bedford and WOCB West Yarmouth, Mass.; WJPR Greenville, Miss., and KGKB Tyler, Tex.

E. Anthony & Sons Inc., newspaper publisher, is granted assignment of licenses of WNBH and WOCB to Bristol Broadcasting Co., Inc., a wholly owned subsidiary.

Ownership of WJPR Greenville, Miss., with formal sale approval, shifts from John R. Pepper, now serving overseas with the Navy, to a new partnership composed of Emmet Holmes McMurry Jr., WJPR general manager, and Frank Wilson Baldwin, sales manager, each a third interest; and to Thomas Henry Golding Sr., planter, and Thomas Henry Golding Jr., farmer and contractor, each a sixth interest. Consideration was $75,000.

James G. Ulmer becomes licensee of KGKB Tyler, Tex., as individual with approval by Commission to his acquisition of remaining minority interest (36 shares) for $25 per share. The 3.6% interest is purchased from his wife and son.

FIRST SUMMER RADIO INSTITUTE classes are to be held at Queen's U., Kingston, Ont., home of CFRC, July 3-Aug. 16. Institute will offer a non-credit elementary course in radio, with workshop practice in script writing, radio speech, microphone technique and production.

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At Deadline...

TOWN MEETING AUDIENCE DOUBLED FOR DIGEST

SINCE *Reader's Digest* started sponsorship of *Town Meeting* on Blue last Sept., audience has doubled, according to annual report on Town Hall Inc. George V. Denny Jr., president, told BROADCASTING average Hooper for year preceding sponsorship was 2.5; for Sept. to May of this year, 5, with a high of 7.8 for Frisco broadcast April 26. Audience jump under commercial sponsorship he attributes to: (1) ability to do better programming job with more research, production facilities; (2) sponsor signing for some 170 stations, insuring larger, stable network [sustainer carried by about 120]; (3) support via advertising space in newspapers, promotion in *Digest*, by news dealers. Program sponsorship was indirectly a contributing factor to fact that Town Hall organization operated without deficit for first time since start of war, he said.

PATENT PROBE HEARING

HEARINGS will probably be started shortly after June 15 by the sub-subcommittee of the Senate Interstate Commerce Committee to investigate radio patents, Sen. Briggs (D-Mo.), head of the group, said last week. The hearings await the return from a European inspection tour of communications equipment of Sen. Capehart (R-Ind.) who has gathered material, Sen. Briggs stated, in connection with the Capehart-Wheeler resolution authorizing the probe into foreign ownership and control of radio patents, particularly those of the Philips company [BROADCASTING, Apr. 23]. Sen. Myers (D-Pa.) is the third member of the committee.

REPLY TO HUBBARD

EDITOR BROADCASTING:

Copy of telegram for your information regarding item page 78 last (May 21) issue:

Stanley Hubbard, Station KSTP, Minneapolis, Minn.

Re BROADCASTING Magazine page 78. All data taken from entry blank compiled by Cornelius, BBD and O. Award to Minnesota Resources Commission not to station but blank gives WCCO as station originating program with Gelb writer and McGee director. Sorry but error not ours.

I. KEITH TYLER, Director
Institute for Education by Radio

NEW NBC TRANSMITTER

NBC has added another 50,000 w shortwave transmitter to the five already in operation at at Bound Brook. O. B. Hanson, NBC vice-president and chief engineer, said the new transmitter, WNRE, operates on two frequencies, 6190 kc. and 15,280 kc. beaming programs to England, Germany, France and Central Europe part of the day and to Latin America at other times. WNRE, he said, is a network owned-and-operated shortwave transmitter.

WIN QUAKER AWARDS

WGAC Augusta, Ga., KCMO Kansas City and WOWO Fort Wayne have received plaques from Quaker Oats Co., Chicago, for outstanding promotion of the jingle contest conducted on the company's *Terry and the Pirates* program on the Blue. WGAC, 250-watter, received award for stations of 1,000 w or less; KCMO, 5 kw, won in the 1 kw-10 kw category; WOWO, 10 kw, was tops in the 10 kw-50 kw class.

SUBCOMMITTEES NAMED TO STUDY SALES PROBLEMS

APPOINTMENT of three subcommittees to pursue separate studies into postwar radio sales problems was announced Friday by Arthur Hull Hayes, WABC-CBS New York, chairman of the NAB Sales Managers Executive Committee [BROADCASTING, May 21]. The appointments were authorized by NAB Board of Directors at its Omaha meeting May 16-17. Named to subcommittee to explore the implications of disclosure of audience measurement information, an issue that has arisen because of release of Hooper audience ratings, were:

Frank V. Webb, WGL Fort Wayne, chairman; Howard Meighan, CBS New York; Henry I. Christal, partner, Edward Petry & Co., New York, and Sam H. Bennett, KMBC Kansas City. The subcommittee named to study the block sale of time for resale to individual advertisers includes: John M. Outler Jr., WSB Atlanta, chairman; J. W. Knodel, Free & Peters Inc., Chicago; Ben Laird, WOSH Oshkosh, and Kenneth Church, WCKY Cincinnati. The committee to study the establishment of an advertising agency recognition authority includes: Stanton P. Kettler, WMMN Fairmont; James V. McConnell, NBC New York; William Doerr Jr., WEBR Buffalo, and Harold Soderlund, KFAB Omaha.

People

MRS. PAUL A. PORTER, wife of the FCC chairman, will accept in his behalf honorary Doctor of Laws degree to be awarded Mr. Porter by Kentucky Wesleyan, Winchester, Ky., June 4. [BROADCASTING, May 14]. Chairman Porter is in Europe with a Senate subcommittee inspecting communications. (See photos and story, page 20.)

COL. CLINTON B. ALLSOPP has been elected vice-president of International Telephone & Telegraph Corp., working on IT&T's worldwide rehabilitation program.

WEBSTER L. BENHAM Jr., promotion manager of KOMA Oklahoma City, was selected "outstanding young Oklahoman of the year" at the State Junior Chamber of Commerce convention last week.

MAJ. FRANK W. MAYBORN, president and chief owner of KTEM Temple, Tex., who has served on public relations staff of SHAEF for the past year, has returned to U.S. and is spending leave in Washington, D. C. Before overseas assignment Maj. Mayborn was executive officer of news division, Bureau of Public Relations, War Dept.

DR. PAUL F. LAZARSFELD, director of radio research, Columbia U., elected chairman of the American Nobel Center's radio awards committee. Mrs. Emily Holt, national executive secretary, American Federation of Radio Artists, elected vice-chairman.

EVERETT HOLLES, WBBM Chicago news editor and analyst and formerly CBS assistant director of news broadcasts, is author of *Unconditional Surrender*, published Friday by Howell, Soskin & Co., New York. Book is survey of European war through V-E Day.

MERT EMMERT, farm editor of WEAF New York since January 1943, left the station last week to return to his home in Manhattan, Kans. Ray Barrett of NBC announcing staff has taken over the 6-7 a.m. farm program.

Closed Circuit

(*Continued from page 4*)

its 1941 consent decree because of NAB charges that ASCAP is wooing stations into blanket performance contracts through assessment of per-piece royalties on station breaks and other spots preceding or following programs using ASCAP music. Representatives of NAB, as well as of ASCAP, conferred with Holmes Baldridge, chief of Litigation Section of Anti-Trust Division, weeks ago. It's up to Wendell Berge, Assistant Attorney General in charge of anti-trust. Many thousands in ASCAP revenue involved.

TREK BACK OF CBS vice-presidents in war service has begun. In addition to return of Col. Lawrence W. Lowman, formerly VP in charge of operations to assume television direction about July 1 (page 18), Comdr. Mefford R. Runyon, who was vice-president in charge of stations, expects discharge from Navy duties in Washington anytime. He may head Columbia Recording Co. No plans yet for return of Col. William S. Paley, heading SHAEF Psychological Warfare operations, on leave as CBS president, or Capt. Harry C. Butcher, Naval aide to Gen. Dwight D. Eisenhower and formerly CBS Washington vice-president.

LAWRENCE HAMMOND, now radio, film and television editor of Committee for Economic Development, leaves June 1 to take a top production job at Blue, supervising public service program now sponsored. Before CED he was radio and film head at War Manpower Commission and previously writer and producer of *We the People*. He will be succeeded at CED by Lass Hafner, now CED producer, recently in OWI Film Division and previously on special war correspondent assignment for War Dept.

ALL SORTS OF ingenious schemes for quick merchandising of radio receivers once the freezes are lifted are being bruited about. One manufacturer—a war baby—is understood to be planning production of a tubeless midget receiver to sell for a few dollars, with the tubes to be purchased separately from replacement supplies already authorized by WPB. With a receiver market variously estimated to range from 5,000,000 to 20,000,000 sets ahead, all manufacturers are poised for the green light on production.

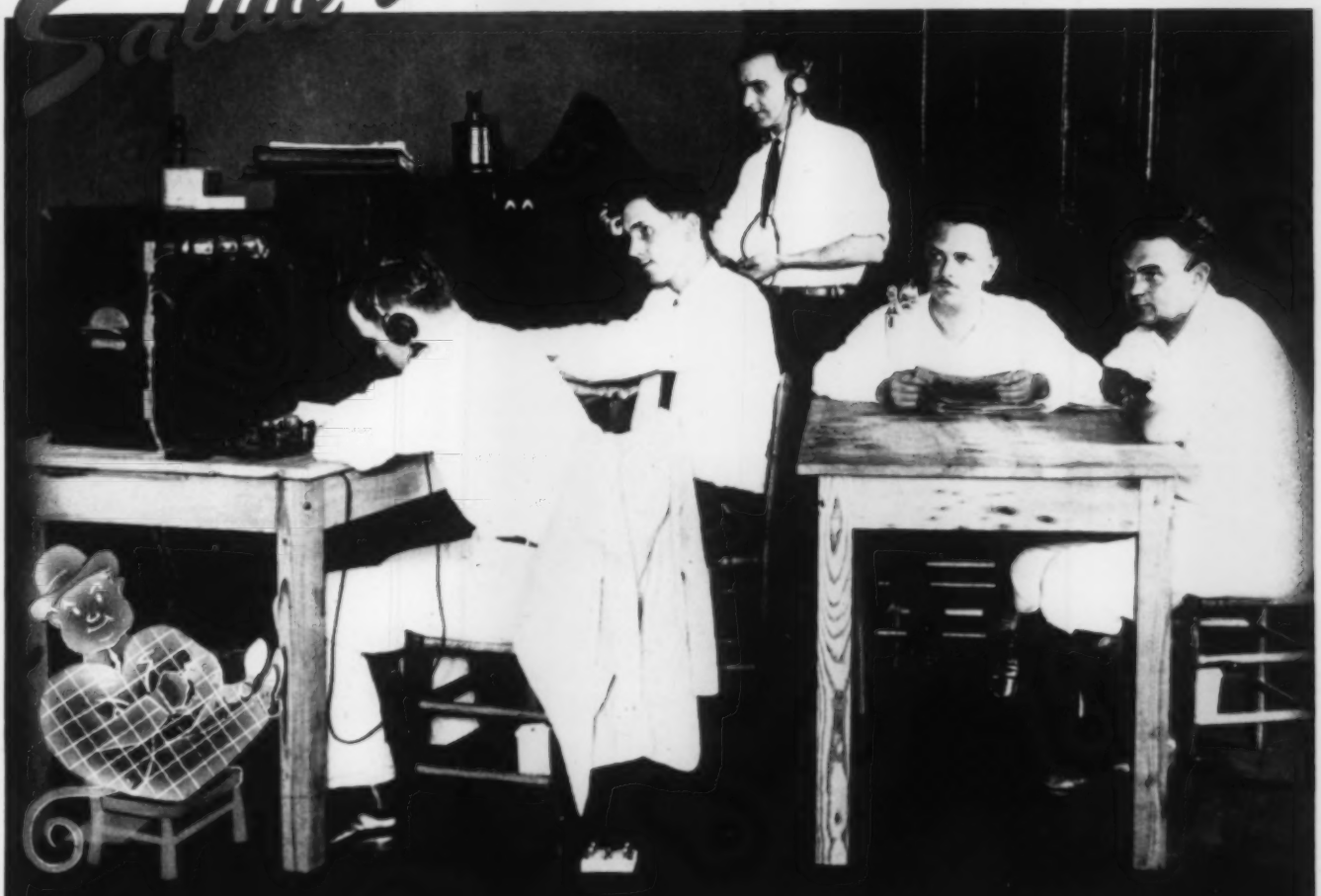
WITHIN two weeks, perhaps sooner, the House Committee on Interstate & Foreign Commerce will report out a bill which will aim specifically at Petrillo practices against broadcasters. The measure, an amplification of the Senate-approved Vandenberg bill prohibiting AFM interference with noncommercial cultural programs, is already in rough form and will be subjected to close scrutiny, probably next week, at executive sessions of the Committee.

LARSON WPEN MANAGER

G. BENNETT LARSON, general manager and minority stockholder of WWDC Washington since 1942, last week formally assumed general managership of WPEN Philadelphia, owned by the *Philadelphia Bulletin*. He continues at WWDC as stockholder and consultant. Ben Strouse, WWDC commercial manager, is new general manager, with Helen Mobberley assigned to national accounts. Perry Walders, former WINX Washington salesman, shifts to WWDC June 4, and Ira Walsh, WWDC production manager, becomes program director. Sid Peters, WNAB Bridgeport, joins WWDC June 4 as assistant program director.

Salute to WGN, CHICAGO

Pioneer in Special Events



Equipment and staff assigned to Dayton, Tennessee by WGN to give day-by-day coverage of proceedings at the Scopes Evolution trial back in 1925.

Much of the success for broadcasting's seven-league strides of the early twenties rests in such pioneering radio stations as WGN of Chicago. Through its special events activities, WGN established for itself an early slogan of being *the station which broadcasts FROM greater distances than other stations broadcast TO.*

We have come to take for granted radio's instantaneous coverage of all newsworthy happenings, large and small, in the furthermost corners of the earth. *Back in the early twenties though, WGN as an individual station made history by reaching out to all parts of the country for special events remotes.*

In the first month of its existence (May, 1924) WGN inaugurated an on-the-scene seven hour broadcast of the great 500 mile Indianapolis automobile race. The next year, along with tackling a pioneering broadcast of the Kentucky Derby, *WGN took listeners at the cost of $1000 a day to Dayton, Tennessee for direct wire coverage of the Scopes Evolution trial (pictured above).* During the heat of the World Court debate in the United States Senate in 1926, lines were rented to Washington to bring the voices of the principals into the homes of the Middlewest. In 1928, WGN was the only individual broadcaster to put both the Republican and Democratic conventions on the air—the Houston pickup being one of the longest in early broadcasting history.

Such aggressiveness down through the years, not only by WGN, but by all Chicago radio stations has gone a long way in establishing it as one of this country's great broadcasting centers, giving to Chicago added fame and prestige. Such is the story of many cities throughout this broad land. *In Kansas City KMBC through its own pioneering special events activities, has not only spread wide the story of this area but at the same time has provided listeners with PLUS services which would have been otherwise denied them.*

In sports alone over a period of less than a year KMBC has sent its sports department to St. Louis for on-the-scene coverage of the World Series, continued its exclusive practice of giving play-by-play accounts of highlight Big 6 grid games, made remote pick-ups of national basketball playoffs, originated direct wire accounts by its sportscaster from the training camp of the Kansas City baseball club in Bartlesville, Oklahoma—and now, play-by-play of major league games nightly, currently broadcasting home games of the St. Louis Cards and Browns!

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